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Here at Shoo Fly we create resources that inspire, engage and motivate both young people and their teachers. We are a very small company and have felt compelled to speak out about our experience with the recent BETT Awards.

Bearing in mind that the judges' comments are in the public domain, we were at great risk of being seen as 'cynical' and disrespectful to both builders and the Muslim community, both of whom we hold in high regard.

Anyone who is familiar with our company will know our ethos and how we strive to use our skills to generate an understanding of the world in which we live and to respect each other and celebrate our differences. We do this through laughter and sometimes tears.

We are absolutely responsible for everything we do and stand by our ethos.

As a small company we are able to take risks and to push boundaries of creativity and innovation. To say that our resources offer 'no opportunity for children to be creative' flies in the face of our recent ERA Award for the Three Little Cowboy Builders 'Innovation' and 'Best Primary Resource'. Interestingly our other BESA Award winning resource 'Angel Boy' (Best Secondary School Resource) that promotes respect and tolerance, was disqualified from the BETT Awards this year for the inclusion of an animated short story we submitted for an award in 2007.

'A wonderful creative writing resource with huge potential for personalisation and innovation.'

'The quality of the audio-visual elements of the project is exceptional and the evocative and atmospheric nature of the story will appeal to all children but particularly to 'hard to reach' groups'.

We at Shoo Fly are proud of our achievements. We are a very small team who know we are speaking out for all rational people no matter what their religious beliefs. We are worried that such narrow-minded comments we received will damage our company and its capacity to support young people in a tolerant, multicultural society.

"We want young people to grow into their shells... and then look for a bigger one."

Finally we would like to thank all the people who have e-mailed us to offer their support... in particular the wonderful individuals of the Muslim community. May we continue to work together so that our children will grow up sharing all the richness of their stories.



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