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News

Not So Super Commercial

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By Jennifer Hayes, Best Friends staff

GREY2K USA urges public to boycott Skechers in response to upcoming Super Bowl ad featuring greyhound racing

The Super Bowl is unquestionably the most viewed sports event in the United States each year. In fact, it's become such a spectacle that many people watch the game just to see the clever commercials — but what about if one such ad features a “sport” long known for inhumane treatment of dogs?

Skechers has filmed a commercial, reportedly scheduled to air during the upcoming Super Bowl, which features greyhounds racing against a smaller dog who is wearing Skechers shoes, says [GREY2K USA](#), a nonprofit group that advocates for laws to protect greyhounds.



According to [GREY2K USA](#), the ad was filmed at Tucson Greyhound Park, where [multiple cases of neglect occurred only weeks prior to the shoot](#). In fact, according to a [128-page report](#) compiled by [GREY2K USA](#), 923 greyhounds were injured at Arizona racetracks between January 2007 and November 2009 (according to the report, the Arizona Department of Racing has denied public information requests since November 2009). Broken legs were the most common ailment suffered, but in 67 cases the dogs' injuries proved fatal.

“Skechers must now make a decision,” [blogs Carey M. Theil](#), [GREY2K USA](#) cofounder. “I am hopeful the company will make the humane choice, and announce it will not run any ad that was filmed at Tucson Greyhound Park.”

- Sign the [GREY2K USA petition](#) requesting that the Skechers commercial never be aired, including the Super Bowl.
- Boycott Skechers by not purchasing any of their products until their ad is pulled.

For more information, see [GREY2K USA's Boycott Skechers website](#).

Offer a loving home to a one of the many dogs discarded by the industry. [Adopt a retired racing greyhound](#).

Photo by Jennifer Hayes

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Posted January 10, 2012, 3:59PM by [val wolf](#)

Greyhound racing is cruel and inhumane. Greyhounds endure lives of nearly constant confinement, kept in cages barely large enough for them to stand up or turn around. While racing, many dogs suffer and die from injuries including broken legs, paralysis, and cardiac arrest. And many greyhounds are euthanized every year, as the number retired from racing exceeds the number of adoptive homes. At racetracks across the country, greyhounds endure lives of confinement. According to industry statements, greyhounds are generally confined in their cages for approximately 20 hours per day. They live inside warehouse-style kennels in stacked cages that are barely large enough to stand up or turn around. Generally, shredded paper or carpet remnants are used as bedding. An undercover video recently released by GREY2K USA shows the conditions in which these gentle dogs are forced to live: <http://www.grey2kusa.org/azVideo.html> For more information on injuries these dogs suffer, please view: <http://www.grey2kusa.org/azInjuries.html> <http://www.grey2kusa.org/eNEWS/G2K-022811Email.html> Dogs play an important role in our lives and deserve to be protected from industries and individuals that do them harm. Val Wolf Board Member, GREY2K USA

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