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## Bad branding: Skechers promotes greyhound racing

by Karyn Zoldan on Jan. 12, 2012, under [Animal Cruelty](#), [Animal News](#), [Greyhounds](#)

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TGP: No way to treat a dog

greyhound racing in itself is cruel and inhumane – and dogs sustain injuries at that dog track on a regular basis.

**Dogs die.** They don't call it a blood sport for nothing.

Prior to using Tucson dog track, Skechers approached the adoption group [Homestretch Greyhounds](#) in California and offered them \$10,000 for the use of some dogs. To Homestretch's credit they refused, saying they didn't want to help promote dog racing.

This is what Skechers and Mark Cuban of the Dallas Mavericks (who is also in the commercial) will be associating their brands with:

**Here's a video where the general manager of the Tucson dog track** refuses the press entry to the dog kennels, yet [compares TGP to the Taj Mahal](#). The Taj Mahal is an amazing example of timeless architecture. I wonder why TGP still exists. I don't see the correlation.

**It was pointed out by Ironicus Maximus that the Taj Mahal** has several levels of meaning. See, the Taj Mahal is a mausoleum. It's a [giant tribute to death](#). Ah, now I get the connection.

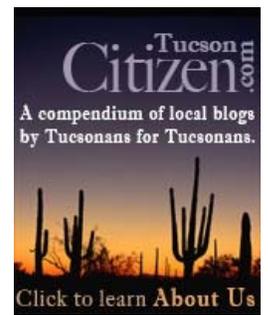
**Here is a 2008 injury report compiled from public records from the Arizona Department of Racing.** At that time Phoenix Greyhound Park was still in operation. Mercifully, PGP closed December 19, 2009.

**Two dogs listed in the 2008 injury report are still racing** – each of these dogs has raced more than 200 times. AK's Toureg (turns 5 years old on January 28) and CDC Make Me Stop (now 5 years old).

Bad branding: Skechers promotes greyhound racing

Late last year filming by Skechers for a Super Bowl commercial happened at the end of the line dog track in South Tucson.

Advocates jumped to attention sending hundreds of letters and petitions signatures to Skechers asking them to retract the commercial and not promote greyhound racing (last count 45,000+ signatures). They said no dogs were harmed during the making of the commercial. That's not the issue –



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The above injury reports were obtained from public record requests. Now the [Arizona Department Racing](#) thinks it has found some "loophole" and injury records are no longer available. How convenient is that? How accountable is that?

**Hey animal lovers, contact your [Arizona Legislators](#)** and ask them to close that loophole and make Arizona dog racing accountable. While you're at it ask about the [hardship tax credit TGP](#) has been getting since 1995.

**In the state of Texas records were obtained from the Texas Racing Commission** — [1,351 greyhound injuries](#) were reported at Gulf Greyhound Park between January 2008 and August 4, 2011. During this same period, 49 greyhounds died or were euthanized. Read the report. This is the state of the Dallas Mavericks.

**[Broken leg dogs are no big deal](#)**

**South Tucson dog track is so end of the line** that in this article (near the bottom) the general manager says that if they don't get racinos, [that is the end Tucson Greyhound Park](#) — "Our days are numbered, our years are numbered," **Taylor said. "We either have to get slot machines here or we're going to have to close.** It's the only thing proven to work across the United States."

The end of the line dog track is a [black mark on South Tucson](#)

And that's just the tip of the bloody iceberg.

So much for brand marketing and its relationship to mass greyhound cruelty.

**[BOYCOTT SKECHERS](#)** Get more facts & sign the petition.

**Tucson Skechers Protest – January 28**

SW corner of Campbell & Ft. Lowell Blvd in front of 3175 N. Campbell Avenue from 11:30 a.m. to 1 p.m. on Saturday – January 28. If it's not hot, please bring your greyhounds. No small dogs, please.

Bring a sign or use an existing one.

See you there!

*(Photo is from GREY2K USA from a public information request of PACC.)*

This entry was posted on Thursday, January 12th, 2012 at 9:48 am and is filed under [Animal Cruelty](#), [Animal News](#), [Greyhounds](#). Tags for this post: [Arizona Department of Racing](#), [brand marketing promotes animal cruelty](#), [greyhound racing](#), [greyhounds](#), [Skechers dog cruelty](#), [Tucson Greyhound Park](#), [Tucson greyhounds](#). You can follow any responses to this entry through the [RSS 2.0](#) feed. You can skip to the end and leave a response. Pinging is currently not allowed.



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Leroy'sMom  
January 12th, 2012 on 12:09 pm

Excellent article, with very important points made about the cruelty of greyhound racing. Kudos to the greyhound rescue for refusing to let Skechers use their dogs — yet another reason I'll be boycotting this company. Here's more about the commercial:  
<http://www.ilovedogs.com/2012/01/skechers-super-bowl-ad-promotes-greyhound-racing/>

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McKayla  
January 13th, 2012 on 8:08 am

Reporter: [Jessica Chapin](#)  
TUCSON (KGUN9- TV) – A Skechers running shoe commercial set to air during the Super

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Bowl is already kicking up controversy, partly because of where it was filmed in Tucson. Animal rights activists are calling on Sketchers to revoke the ad that was shot at the Tucson Greyhound Park, claiming that the message and location should not be promoted. Grey2K USA spokesperson Christine Dorchak told 9 On Your Side that dogs in the facility are kept in small cages with low-grade food. An undercover video released by Grey2K USA depicts the dogs muzzled, in a cage in a dark room.

"Tucson Greyhound Park is a black mark on the community," she said, "We are appealing to greyhound advocates across the country to rally for the greyhounds and ask Sketchers to withdraw this misguided ad."

The commercial will depict a French Bulldog in the running shoes, winning a race against greyhounds. The name of the park and location will not be disclosed in the commercial. Grey2K USA's recent blog about the park makes claims of animal neglect, and points to two incidents involving trainers. One trainer was cited in October for their dogs' flea infestation. Another was cited for not taking the dogs outside for the proper amount of time.

9 On Your Side reporter Jessica Chapin posed these concerns to Tucson Greyhound Park owner Tom Taylor.

"There's no abuse," he said, adding that they feed the dogs meat ordered from Iowa, and keep them in temperature-regulated kennels which are inspected weekly.

He said trainers hold each other accountable when it comes to the recent hearings. He says that ultimately protects the dogs. He also elaborated on the flea incident, saying the particular trainer had purchased new dogs from out of state which already had fleas, accidentally spreading it to other dogs, but that the trainer had taken care of the problem.

9 On Your Side went a step further, asking to see the dogs. **Taylor did not hesitate to show off one of their kennel facilities, where dozens of dogs had just come in from the outdoors. They were not wearing muzzles, and appeared in good health.**

[Reply](#)



*Christine Dorchak*  
January 13th, 2012 on 7:06 pm

The "No Skechers" petition now has over 90,000 signatures!

[Reply](#)



*Gail Phelps*  
January 14th, 2012 on 7:47 am

We support you way up here in Michigan. As a proud owner of 3 greys, we oppose racing and this is an INAPPROPRIATE commercial. I signed the petition and sent an email to the Channel. I never purchased a Sketcher, now I NEVER WILL.

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