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Greyhound Supporters Demanding Skechers Pull Super Bowl Commercial — How You Can Get Involved

Reader Contributions (19) Submit

Dog lovers around the U.S. are demanding that a Skechers Super Bowl commercial shot at a greyhound race track be pulled because it promotes the sport, which most of you know is a sport rife with the mistreatment of dogs.

They're telling the shoe company and NBC to pull the ad before it runs, or prepare for a major boycott of their company and stores. Nearly 50,000 have signed a petition against the commercial that is slated to run on Super Bowl Sunday, Feb. 5.

"That the ad is running during the most heavily

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We're pet-lovers like you who want to keep you up-to-dog about everything canine. From news to expert advice to fun stuff, we sniff out the best squirrels of doggie happenings for you. The blog is brought to you by Dogster, Inc, makers of the hydrant-famous Dogster and the unnecessarily-feared Catster.

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watched sporting event of the year suggests that greyhound racing is a sport. It is not. It is greyhound cruelty," says Christine Dorchak, president of **Grey2K USA**, which is organizing the protest.

The ad features a supercute French bulldog wearing Skechers and running against greyhounds at Tucson Greyhound Park. The small dog wins. I'm sure that in the marketing and advertising meetings, it seemed appealing, but clearly no one who knew about the plight of racing greyhounds — or at least no one who had an idea of the controversy could engender — was in attendance. But it looks like the shoe company really stepped in something with this.

Apparently the Tucson Greyhound Park is notorious for ill treatment of its dogs. Here are a couple of paragraphs from the petition:

*"While racing, greyhounds face the risk of serious injury. According to the Arizona Department of Racing, nearly 1,000 greyhound injuries occurred between January 2007 and November 2009, the last year such records were made available to the public. To read more about injuries and Arizona greyhound racing in general, please see our 128-page report [**over here.**]*

This cute French bulldog stars in the upcoming Skechers Super Bowl ad. Maybe they should have just had him racing against some superfast human athlete. (Photo: Skechers, via *USA Today*)

At the moment I am writing this, there are 49, 449 signatures on the petition. **Click here** to ad your name to make it a nice round 50k ASAP. The **Grey2K USA website** also has e-mail addresses for key Skechers and NBC people to whom you can send letters. In addition the site has information about boycotts, including staging your own.

It will be interesting to see how this plays out. It's a Davy and Goliath situation, with a shoestring-

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budget greyhound group versus the $2 billion company.

By: Maria Goodavage

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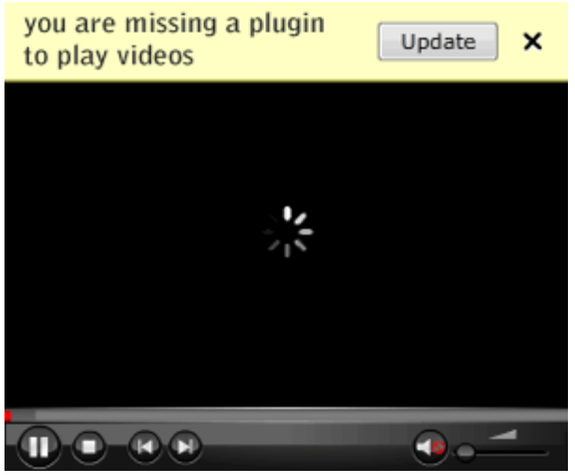
19 people have already commented. Add yours. Dogster for the Love of Dog Blog for January 12th, 2012



There are 19 Comments

Chelle Geden posted a comment on January 12th, 2012 at 1:51 pm
Would you want to spend your time unloved, in a cage, alone, and then made to run around for entertainment purposes? Stop dog racing, it's just wrong.

Cheryl posted a comment on January 12th, 2012 at 1:53 pm
this is wrong! stop this now

lyn kash posted a comment on January 12th, 2012 at 2:39 pm
pull this commercial

Judi Doyle posted a comment on January 12th, 2012 at 4:41 pm
Stop this inhumane, forced isolation then forced run for their lives exhibit of torture for our greyhound racing population!! I am revolted!

Adam posted a comment on January 12th, 2012 at 5:23 pm

Pet Food Recall Info

The Dogster Dog Blog is committed to tracking every story related to all foods recalls. You can count on us to keep you completely in the nose of every detail.

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The very Idea of a dog wearing shoes and running better in them is the most ridicules and repulsive thing I ever heard and seen, this ad not only promotes dog racing which I am against, but it also promotes the idea that shoes on dogs is a good and fashionable thing. dogs weren't ment to wear foot wear period. those doggy booties were meant for MEDICAL reasons, such as protecting a dogs feet wile they are healing from injury or surgery. they were ment as a temporary medical protection, like a bandaid, but now we humans are taking doggy foot wear to ridicules and possibly harmful proportions. shoes or booties, cuts off importent and necessary sensory input the dog needs through the foot. also the very idea a dog in sneakers can or would outrun a bare pawed dog is the most ridiculous thing I ever heard.
making a dog wear these stupid sneakers and making him run in them for a stupid ad is harmful enough. Dogs weren't ment to wear shoes period.

A running back football player, wearing skechers pitted against another running back in brand X on a foot ball field, THAT would have been a good ad, but dogs at a race track? let alone the most abusive one in the country?

I will be permanently boycotting Skechers, for promoting dog racing, foot wear on dogs, and a bad sense of judgment, and hiring idiot marketing consultants.
In fact I'll be walking barefoot in protest, maybe I'll stay that way.

Susan Cadwallader posted a comment on January 12th, 2012 at 7:04 pm
Some good comes out of everything. Skechers will lose a lot of customers and the plight of the precious dogs who suffer in the racing world will get some free press. Congratulations Skechers, now you will get some air time to exploit these beautiful creatures, just like their owners do.

Megan posted a comment on January 12th, 2012 at 7:05 pm
Adam, the shoe thing is a joke. Obviously, it went way over your head. They aren't promoting dogs wearing shoes. It's a comical concept to attract people to their brand of shoes. People like dogs, and people like comedy. Put the 2 together, and you get a good ad. It's basic, and it works. Their demographic isn't for football players.

However, I don't believe the company had the slightest idea about the dog racing industry. They had a comical idea and went with it, not knowing any backlash from it.

They aren't SUPPORTING dog racing. That's not their intent. Obviously, their intent is to sell shoes. Greyhounds run and are seen as fast dogs. Their idea (skechers) was to make a comical approach at saying their shoes can help anyone (french bulldog) compete against such amazing athletes (greyhound).

I see it as support for greyhounds, stating how great they are. The only pitfall is that the commercial takes place on a track. Had the scene been just out in a regular field, there wouldn't be any of this commotion. The concept of the commercial is still the same.

I think people are missing the point, completely.

Lisa posted a comment on January 12th, 2012 at 8:00 pm
I am not advicating racing but my husband knew a lady who raced greyhounds and she took

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- Claire on Could a Dog Derail Mitt Romney's Presidential Campaign? Newt Gingrich Hopes So 58 minutes 4 seconds ago
- Frances on Could a Dog Derail Mitt Romney's Presidential Campaign? Newt Gingrich Hopes So 58 minutes 12 seconds ago
- Linda Morris on Greyhound Supporters Demanding Skechers Pull Super Bowl Commercial — How You Can Get Involved 1 hour 5 minutes ago
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very good care of them raced them for a few years retired them and they stayed her pets living out their life with her. My husband as a teenager used to go help feed them and they were quite spoiled. He couldn't believe how spoiled they were. To bad everybody doesn't treat their dogs like she did. They could have learned a lesson.

Maria Nunes posted a comment on January 13th, 2012 at 2:51 am
No adverts for dog racing for the super bowl.

Adam posted a comment on January 13th, 2012 at 3:25 am
Megan it's stupid and show how unintelligent humans can be, I stand by what I said, I find it as repulsive as dog racing.it's also exploitation of animals to sell products.

Adam posted a comment on January 13th, 2012 at 3:30 am
the shoe thing is a joke it's a bad one.

Megan posted a comment on January 13th, 2012 at 5:24 am
Exploitation of animals to sell products? Good grief.

Dee Anderson posted a comment on January 13th, 2012 at 6:01 am
I have had the privilege of adopting two retired racers from Fla. One had lived in a cage where it was so small that the hair on his butt was gone and the other was so hyper he didn't know what he was suppose to do. They are great dogs. I can't stand to hear or see how they are exploited in dog racing. Some of the lucky ones get adopted and the others are taken out and killed. This sport needs to be banished and these dogs given a chance to enjoy life. I won't buy anything made by Skechers. Both my greys lived to be 15 yrs., they have since crossed the Rainbow Bridge.

Anne Blum posted a comment on January 13th, 2012 at 6:56 am
Please pull this ad. Greyhounds deserve much better treatment than what they get if they have to race.

Lesley posted a comment on January 13th, 2012 at 7:24 am
Megan,

We ALL get YOUR point….now you should get OURS..

Kaley posted a comment on January 13th, 2012 at 8:02 am
http://protectdogsandjobs.org/about.php

Linda Morris posted a comment on January 13th, 2012 at 9:27 am
Please pull this exploitive and cruel ad!

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Husky Shepherd Gang posted a comment on January 13th, 2012 at 9:48 am
Everyone Pls go and sign the petition!!!

Husky Shepherd Gang posted a comment on January 13th, 2012 at 9:50 am
@ Adam I love the idea of going Bare foot 😀

If it wasn't snowing and freezing rain out I would join you 😀

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