



Pet News and Views

A blog for pet and wildlife lovers

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Skechers, the Super Bowl and Greyhounds

By Michele C. Hollow of [Pet News and Views](#)

I was in the mall with my son the other day and came across an ad for Skechers. The shoes were so colorful, and my son wanted a pair. I had to explain that we won't buy Skechers' products until they pull their Superbowl ad that glamorizes greyhound racing.



This is a follow up to an [earlier post](#) about Skechers and greyhound racing. My friends at GREY2K USA learned that Skechers filmed a commercial at Tucson Greyhound Park featuring greyhound dogs in running jackets pitted against a small dog wearing Skechers sneakers.

GREY2K USA wrote to the company and asked that

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this misguided promotion be cancelled. Thankfully, thousands of you around the world signed their petition and also sent direct e-mails to company officials.

"We have now learned that Skechers denies that it is promoting dog racing and that the greyhound ad will be aired during February's Super Bowl," says Christine A. Dorchak, Esq., president and general counsel of GREY2K USA. "Additionally, Mark Cuban, owner of the Dallas Mavericks, is to be featured and was present for filming at the dog track."

As journalist, I have to come clean and say that I have not seen the commercial. I have sent e-mails and called the president of Skechers and the head of public relations; both have not answered my calls or e-mails. What worries me is that people who don't know about the horrors of greyhound racing will see these graceful dogs running and will think that greyhound racing is okay. I'm sorry, but it is not okay. It really is one of the worst forms of animal abuse.

And I know Christine and GREY2K USA. They have worked tirelessly to close greyhound tracks across the country. She is a valuable source of information on greyhounds and greyhound racing.

Christine and I would like you to boycott Skechers, and let Skecher's personnel know that you won't buy their products until the ad is pulled. According to Christine, Tucson Greyhound Park is one of the worst greyhound tracks in the U.S. (You can visit GREY2K USA's website for more information about this and other greyhound racetracks.)

Please Sign the Updated Petition
Click right here to be taken to the petition page.

And Please Send E-mails To:
Skechers President Michael Greenburg at michaelg@skechers.com
Skechers Vice President of Media Gary Martin at gpmedia@aol.com
Mark Cuban at mcuban@hd.net
NBC at nbcuniversalviewerfeedback@nbcuni.com

Tell them to please pull the ad. Let them know that you will not buy their products. Anything that glamorizes greyhound racing is wrong.

Thank you!



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January 13th, 2012 | Tags: animal abuse, Dogs, GREY2K USA, greyhound racing, Greyhounds, Skechers, Superbowls | Category: Pet Views

5 comments to Skechers, the Super Bowl and Greyhounds



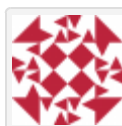
Valerie Pegg
January 13, 2012 at 10:13 AM

Darn it, every time I find a pair of shoes I like, they do something unethical and cruel, making it impossible for me to buy from them. I hope New Balance is still in good standing. Ugh. How can they be so horrible to living creatures with so much soul? Promoting greyhound racing? What's next, dog fighting?



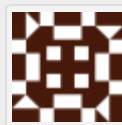
Michele
January 13, 2012 at 10:58 AM

I hear you Valerie! The shoes we saw walking by their window in the mall were colorful, but I can't bring myself to by them.



eddie1247
January 13, 2012 at 12:26 PM

I could not support any company that is involved in the promotion of any type of action that would cause animal abuse.



Zelda
January 13, 2012 at 12:55 PM

Thanks for spreading this, Michele. There must be tons of people that don't even know the cruelty these dogs go through. Petition gladly signed.

Michele
January 13, 2012 at 1:14 PM

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Thank you!–Michele

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