

Super Bowl commercial shot in Tucson sparks nationwide protest

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Reporter: [Corinne Hautala](#)

TUCSON (KGUN9-TV) – A new Skechers commercial, shot at the Tucson Greyhound Park, has prompted a nationwide protest.

The commercial is slated to debut during the Super Bowl. It depicts a French Bulldog wearing Skechers running shoes, winning a race against greyhounds.

Animal rights activists want Skechers to remove the ad. Karyn Zoldan, with Grey2K USA, told 9 On Your Side the commercial's message and location should not be promoted.

"I am disappointed with Skechers for supporting greyhound racing. Greyhound racing is a cruel sport," said Zoldan. "I really don't think a multinational corporation should be promoting animal cruelty."

Dozens protested outside the Skechers location on Ft. Lowell Road and Campbell Avenue.

"Animals for our entertainment is just not a good idea," said Paula Banks.

Zoldan said dogs at the Tucson Greyhound Park are mistreated. An undercover video released by Grey2K USA depicts the dogs muzzled, in a cage in a dark room.

9OYS asked Tom Taylor, the CEO of the Tucson

Greyhound Park, about the allegations.

"Completely false," he stated.

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Taylor explained the dogs are only muzzled for a short time after returning to their cage. He added the cages are the right size for the greyhounds to feel safe and comfortable. During the races, he said the dogs are having fun.


“They’re not working. They’re playing,” said Taylor when asked if he thought it was animal abuse to race greyhounds.

At least 10 other cities took part in a similar protest. A petition asking Skechers to pull the ad has more than 115,000 signatures.

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