



Local News

Protests against Skecher's ad shot at Tucson Greyhound Park

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TUCSON, Ariz. -- Animal lovers are taking aim at a Skechers Footwear commercial set to air during the Superbowl.

They're protesting the site where the TV ad was shot, Tucson Greyhound Park.

A 15 second clip was released on YouTube.

It's a story about an underdog wearing game-changing kicks.

Protesters could be heard voicing their disapproval, "Shut down the park."

Greyhound advocate group, GREY2K USA, doesn't find the Skechers Superbowl ad athletic or uplifting.

"The original goal would be to pull it because there's nothing funny about what happens to these dogs," said pet owner Lizzie Mead.

Protesters are having creative differences with the footwear retailer, which shot their game day spot at the Tucson Greyhound Park.

"Just promoting a sport where dogs are injured where dogs live in confinement is not, you wouldn't expect that from a company like Skechers," said Karyn Zoldan with GREY2K USA.

"You don't abuse the thing you're trying to win races with," said Tom Taylor.

CEO of Tucson Greyhound Park, Tom Taylor, says allegations of animal mistreatment are not true.

"We have three state employees on our track all the time they inspect the kennels they inspect the dogs," Taylor said.

According to the Arizona State Veterinary Medical Examining Board, from 2009 to 2010 three vets working at the track faced disciplinary action for failing to keep proper records of medications and animal examinations.

Taylor insists the dogs are in good care.

"Greyhounds don't have anybody on their back telling them what to do. These dogs run instinctively," Taylor said.

Skechers has apparently reached out to protesters, saying no dogs were harmed during production.

Calls to a Skechers spokesperson to ask whether the company has plans of pulling the ad were not returned.