

Skechers on the Run From Dog Racing Super Bowl Controversy

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This year, one of the coveted Super Bowl commercial spots has drawn fire from greyhound advocates and dog lovers across the country. More than 45,000 people are demanding that Skechers and NBC drop the proposed Super Bowl ad filmed at a notorious Arizona greyhound racing track.

GREY2K USA, a nonprofit greyhound protection group, launched the [campaign on Change.org](#) following the news that Skechers filmed at Tucson Greyhound Park, an Arizona dog racing track criticized by animal advocates.

"Skechers should not be partnering with Tucson Greyhound Park, which has an extensive record of cruelty," said GREY2K USA President and General Counsel Christine Dorchak, who started the [campaign on Change.org](#). "Tucson Greyhound Park is perhaps the most infamous dog track in the country,

and multiple cases of neglect occurred only weeks prior to the shoot. We are hopeful that the company will hear our concerns, realize its mistake, and withdraw this misguided promotion of dog racing."

The ad, for Skechers' GORun line of shoes, reportedly features a French bulldog wearing the company's shoes to race against a pack of greyhounds. While the company says the commercial is intended to be a humorous portrayal of "underdog achievement," opponents say there's nothing funny about dog racing, an activity banned in 38 states and frequently the subject of cruelty and neglect allegations.

News of the [online petition campaign's](#) success is likely to increase pressure on Skechers. More than 45,000 people have joined GREY2K USA's campaign, and the controversy has already received coverage in [Business Insider](#) and [USA Today](#).

GREY2K USA launched a '[Boycott Skechers](#)' website and is planning a protest at the Skechers store in Tucson later this month.

Here's how you can join GREY2K USA's campaign:

1) Keep the petition going. [Sign and share](#) so Skechers and NBC know that the public wants to keep this ad off the air.

2) Ask Skechers via Twitter (@SkechersUSA) and Facebook (<http://www.facebook.com/SKECHERS>) not to air the ad promoting greyhound racing.

3) Download the boycott image (right-click and save the image in this post or go to [BoycottSkechers.com](#)) and share it on your blog, Tumblr and Facebook page.

4) If you're in the Tucson area, join the protest at the Skechers store on January 28: <https://www.facebook.com/events/146013628845262/>

5) Host your own Skechers protest. Start by downloading a flyer to distribute to your local Skechers retailers: <http://www.grey2kusa.org/pdf/skechers.pdf>

Last year, an estimated 111 million people watched the Super Bowl. That's a lot of people to be exposed to Skechers' advertising, and an opportunity for the company to seal its reputation with millions of dog lovers in the crowd. Let the company know what you want them to do.

Photo by GREY2KUSA at Tucson Greyhound Park



Stephanie Feldstein is a Change.org Editor who has been part of the animal welfare and rescue community for over a decade, and most recently worked for an environmental organization.