



Super Bowl Ads 2012: Protesters expected at Sketchers in Novi over Greyhound ad

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As more details come out every day about this year's Super Bowl ads 2012, one advocacy group is calling for protests at all Sketcher stores for an ad they say advocates dog racing.

The Michigan protest is from 1-2 p.m. today at the Sketchers Store in Twelve Oaks Mall, 27500 Novi Rd., in Novi. The "**Boycott Skechers**" rally is being hosted by Michigan REGAP.



Courtesy photo

Mr. Quiggly is featured with greyhounds in Sketchers' Super Bowl ad 2012

The Novi protest is one of many events scheduled to take place today as part of an ongoing campaign on Change.org launched by **GREY2K USA**, a nonprofit greyhound protection group.

According to organizers, more than 115,000 people have joined the online petition campaign asking Skechers to pull the ad.

Why is it so controversial?

Replacing Kim Kardashian's Sketchers Super Bowl ad in 2011, the new ad -- to promote Skechers' new line of high-performance footwear, Skechers GOrun -- features a French bulldog in red sneakers named Mr. Quiggly.

But Mr. Quiggly's other co-stars are greyhounds, and that in itself encourages dog racing.

Skechers reps have said no animals were mistreated in the advertisement, which was shot late last year at a Tucson, Ariz., dog track.

Also featured in the ad is Billionaire Mark Cuban.

"Skechers has turned a blind eye to the cruelty of dog racing," said GREY2K USA President and General Counsel Christine Dorchak, who started the campaign on Change.org.

Super Bowl XLVI is Feb. 5 in Indianapolis and **will air on NBC-TV.**

Here is a sneak peek of the Sketchers Super Bowl ad 2012:

And here is a look back at Kim Kardashian's Super Bowl Ad 2011:

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