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

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By **John Gonzalez**

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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.

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

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Courtesy photo

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

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.

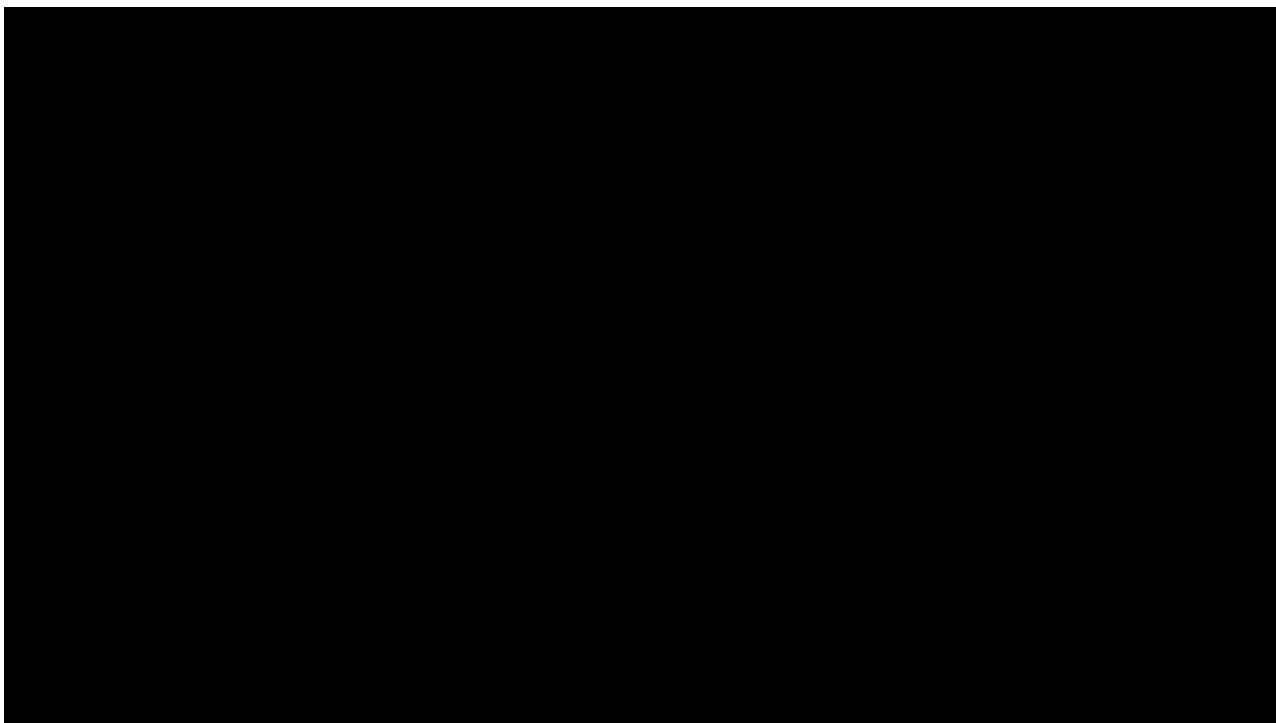
Skechers reps have said no animals were mistreated in the advertisement, which was shot late last year at a Tucson, Ariz., dog track.

Also featured in the ad is Billionaire Mark Cuban.

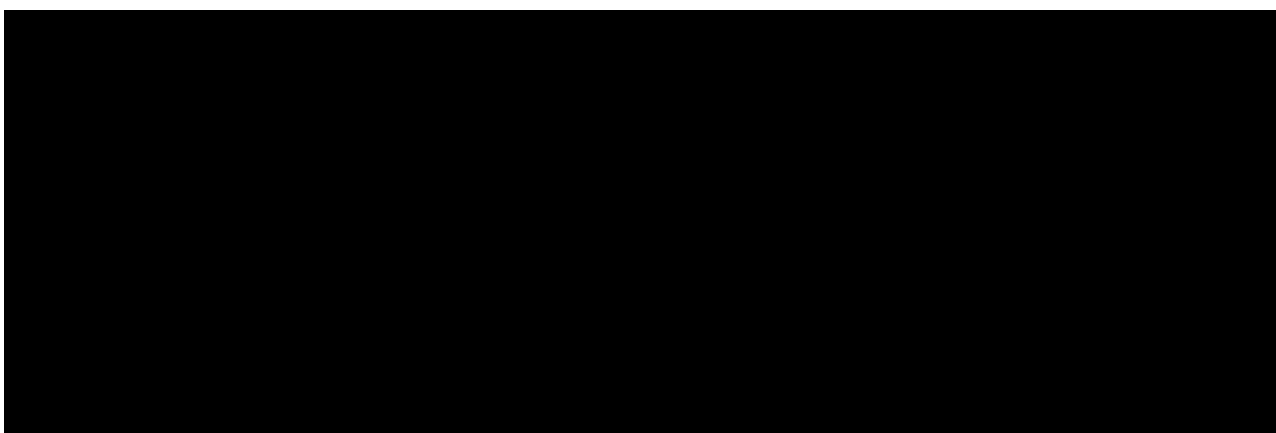
"Skechers has turned a blind eye to the cruelty of dog racing," said GREY2K USA President and General Counsel Christine Dorchak, who started the campaign on Change.org.

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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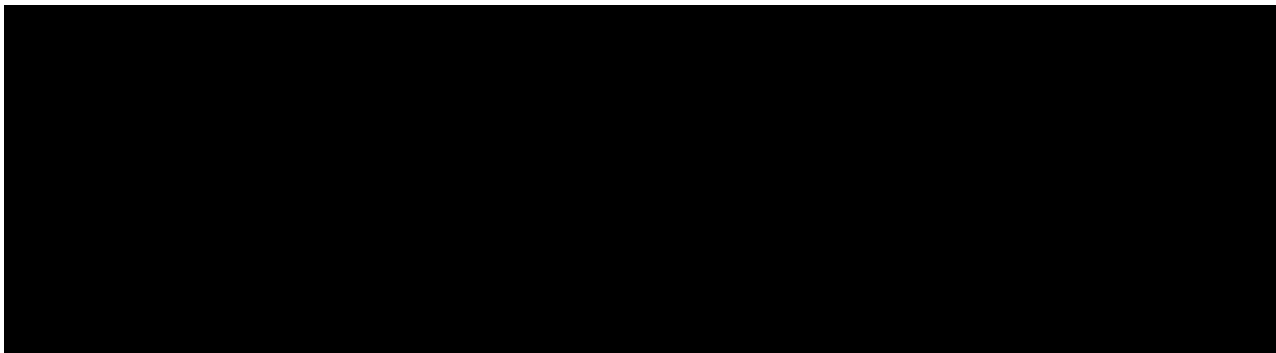
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Kevin Rahe


January 28, 2012 at 8:40AM

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I would like to know if GREY2K thinks dog racing is inherently cruel, or if it's only the way it is sometimes/often/always practiced that it finds to be cruel.

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Eric_NM

January 29, 2012 at 1:51PM

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Kevin, the way dog racing is conducted in the US is absolutely cruel and inhumane. Even if the races were populated with people's pets, there would still be the issue of death and injury on the track because of the format - very fast dogs, in a large pack, trying to make tight turns. Dog racing amounts to exploitation of a wonderful breed that deserves better.

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3rdtmsachrm

January 29, 2012 at 5:25PM

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How many high school and college athletes injure themselves competing in track events annually ??? Where's the outrage ???

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Eric_NM

January 29, 2012 at 5:59PM

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How many high school and college athletes are killed when they suffer a career-ending injury? How many are killed when they're no longer competitive? The number of greyhounds is in the thousands. That's where the outrage exists.

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3rdtmsachrm

January 29, 2012 at 6:26PM

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I see the citation of 1000 injuries /2 yrs at Tucson as being disconcerting...I bet student athletes at Arizona or ASU suffer far more injuries annually...

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Eric_NM

January 29, 2012 at 9:47PM

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But how many of the athletes at either college were killed last year? How many of them were euthanized because they couldn't play their sport any longer? It's a non-argument.

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Holland Sparty

January 28, 2012 at 9:56AM

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Ad promotes dog racing?? Right, because French bullies are used for that all the time. Some people have no sense of humor.

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Eric_NM

January 29, 2012 at 1:54PM

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Holland, it promotes dog racing because it was shot at an active greyhound racing facility, using active greyhound racers. No, French bulldogs are not used for that at all, but the greyhounds featured in the ad are exploited for racing. At the end of the ad, Mr. Quiggly, the Frenchie, probably went back to a trailer or to his home. The greyhounds went back to their life in small cages. Mr. Quiggly will probably die of old age or some illness related to aging. Some of those greyhounds will be killed either on the track or as a result of injuries suffered from racing.

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3rdtmsachrm

January 29, 2012 at 5:30PM

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And a far larger number will be "rescued" or simply bought out of retirement, and live a life most dogs only dream of...

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Eric_NM

January 29, 2012 at 6:01PM

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But why aren't all of the greyhounds given that chance? Why are so many still killed despite rescue and adoption groups across the country? Yes, many greyhounds get adopted, but the industry still kills thousands of them every year.

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rideit

January 28, 2012 at 10:54AM

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In protest of their protest, I am going to boycott GREY2K.

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savewildmustangs

January 28, 2012 at 11:51AM

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Yes, showing something cute at a greyhound race track is hideous. Do you have a dog? Think about the 12,000 young greyhounds who are put to death (and not always with a nice needle - sometimes a gun to the head). Think about these gentle, intelligent dogs who sit in cages barely big enough to stand or turn in for 22 hours a day, suffering horrid injuries that either go untreated or end their lives. Some have had severed legs by being bumped into the rail & the "bunny" slices them. Would you do that to your pet? Yes, an ad such as this, using the dog track as a background, pretty much says that greyhound racing is ok, and having this cute dog win against the greyhound, shows just what happens.. when greyhounds lose, they die. If you use a place as a backdrop, it seems mainstream- and i've been fighting this bloodsport for 15

years- too many years to have ignorance set us back. Pretty simple for those of you who have not bothered to go to the grey2kusa.org site to actually learn the facts.

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melissajo

January 29, 2012 at 1:30AM

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Yes, Johnny you are right about Carey Theil and his wife Christine Dorchak is no better.....maybe even worse. After the train, or should I say trolly traveling at a low speed ran over her....or should I say...after she jumped in front of it???? She said her dog saved her life! So, she began this mission to save greyhounds by ending racing, however her dog WASN'T even a greyhound. Maybe she should go try to save whatever breed her dog was at the time, unless her dog has ran away after living with such an unhappy human being for all these years. If anyone has ever been at a track, especially behind the scenes, you can clearly see how much these wonderful animals LOVE to run. Our dogs are treated better than a lot of people's pets, spoiled rotten and G2K would have everyone believe, through their lop-sided education that we dont even feed them. They don't even give money to any advocacy groups. It is about time G2K is exposed by the media.

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SeattleLeslie

January 29, 2012 at 4:02PM

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Mustangs -

You got your statistics wrong. There are about 12,000 or LESS greyhounds born every year. By your flavor of genocide, that would mean we'll all be racing french bull dogs within a few years.

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3rdtmsachrm

January 29, 2012 at 5:36PM

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There you go,cloudy the "ussue" with facts...shame on you !!!

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