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LOCAL

Super Bowl Ad Has Local Dog Advocates Steaming

January 29, 2012 10:13 AM

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SAN FRANCISCO (KCBS) — A Skechers ad that is set to run on Super Bowl Sunday has drawn the ire of a national greyhound dog advocacy group, with local members asking consumers to protest the shoe company until the ad is pulled.

The ad in question features a French Bulldog named Mr. Quiggly, who is about to race a group of greyhounds.

KCBS' Anna Duckworth Reports:

[Click here to play audio](#)

Ashley Westfall has adopted two former greyhound racers and volunteers with the advocacy group Grey2kUSA, which is calling for the boycott.

“They paint it as a humorous ad. But there’s nothing funny about greyhound racing,” she said. “There’s nothing funny about cruelty to animals.”



Reporting [Anna Duckworth](#)

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Advertisement, Anna Duckworth, Boycott, French Bulldog, Grey2kUSA, Greyhounds, Mr. Quiggly, Racing, Shoe Company, Skechers, Super Bowl, Television, Union Square

Westfall was one of the volunteers passing out flyers in front of the Skechers Union Square store this weekend.

She said it was especially disappointing that the ad was shot at Tucson Greyhound Park, which is notorious for being one of the worst tracks in the country, with 300 documented injuries to dogs between 2007 and 2009.

“They live in cages that are barely big enough for them to stand up and turn around in,” said Westfall. “They’re fed 4-D meat, which is the meat of downed and diseased animals. It’s not fit for consumption.”

Skechers said no animals were mistreated in the advertisement and the company would never support cruelty to animals in any way.

Union Square store employees passed out Mr. Quiggly buttons while the greyhound advocates were there.

Westfall said nationwide, 115,000 people have signed a petition promising not to buy Skechers products until the ad is pulled.

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39 COMMENTS

LD

How do I sign the petition? Put it online let people sign it.

January 29, 2012 at 10:40 am | [Reply](#) | [Report comment](#)



s.f. peaches

You can probably find it through a search engine. Just enter an appropriate keyword, then try a different keyword if that doesn't work.

January 29, 2012 at 12:26 pm | [Reply](#) | [Report comment](#)



Christopher

Frist you MUST understand that anyone who Signs a petition ONLINE it means nothing. They are not valid unless you physicaly sign it and put your address on it. Then it has to be verified by the agency who received it.

Second there is dog racing ONLY because people want dog racing. If the people did not want dog racing no one would go.

Third If you are SO bunched up about the treatment of the dog of racing then support the dog racing commissions in stoping the abuse.

January 29, 2012 at 7:12 pm | [Reply](#) | [Report comment](#)



david

<http://www.change.org/petitions/stop-the-super-bowl-ad-promoting-dog-racing>

go here to sign....

January 29, 2012 at 9:13 pm | [Reply](#) | [Report comment](#)



Margaret Meighan


Go to boycottskechers.com and please sign. Skechers says no animals were hurt during the filming, but these dogs are mistreated daily being kepted in cages 23 hrs a day in the dark fed rotten food and if they don't race great they are killed, shot ,decapitated or staved to death will they reproduce, and skechers says they do not support animal cruelty.

January 29, 2012 at 10:09 pm | [Reply](#) | [Report comment](#)

Sombra Negra

I going to go and buy a COUPLE of pairs of Skechers today,, just to make my counterpoint. I'm so sick of every little advocacy group out there getting offended for every little thing you can think of. My God,I would NEVER own a business in THIS country. Every ad, every product has to be sooo PC. Man, I am so sick of this American society.

January 29, 2012 at 10:59 am | [Reply](#) | [Report comment](#)

 s.f. peaches

I take it you're not a Greyhound. Or a child working in an overseas factory. There are reasons these groups investigate and register complaints. It's because people who operate businesses can't always be trusted to respect people — and animals — who are vulnerable.

January 29, 2012 at 12:28 pm | [Reply](#) | [Report comment](#)

 loconiner

what i dont know dont hurt me

January 30, 2012 at 10:42 am

 PWB

I could not agree with you more. Well said. I too am so sick of people so bored with their lives that all they do is spend their time trying to make other peoples lives miserable. Get a life advocacy groups.

January 29, 2012 at 2:04 pm | [Reply](#) | [Report comment](#)

 Margaret Meighan

I work hard and really don't have alot of time on my hands but I do have 3 Greyhounds I have adopted over the last 4 years and they are big couch potatoes and love uncondishonally. But this is a Big deal for I have seen the damage first hand. Say what you want you have that right, and I am sorry you are a heartless miserable person... not taking the time to get all the facts.

January 29, 2012 at 10:23 pm

 Toby

You ever buy Sketchers before this? And you know what you can do if you're sooo tired of this society.

January 29, 2012 at 3:50 pm | [Reply](#) | [Report comment](#)

 Eric Jackson

Sombra, feel free to emigrate. Since this is the United States, you have that right.

January 29, 2012 at 9:26 pm | [Reply](#) | [Report comment](#)

 Margaret Meighan


Do you have any animals or kids I hope not because until you know the facts you should not open yyour mouth, I hope you do not reproduce because you are a heartless SOB

January 29, 2012 at 10:13 pm | [Reply](#) | [Report comment](#)

 Me

Hey Sombra, you are Sick of the American society.....well, GET OUT.....This reminds me of a saying when I was younger...."Don't let the door hit ya, where the Good Lord split ya".....

January 30, 2012 at 9:00 am | [Reply](#) | [Report comment](#)

 TouchyFeeliySux

Yup...2 paris for me too...You have to love the American Society...Best county in the world... Don't let a few loud mouths in SF dictate your way of life.

January 30, 2012 at 9:26 am | [Reply](#) | [Report comment](#)

John

Laughable. I'm looking forward to the ad and I'll be buying a pair of Sketchers today! Some just have too much worthless time on their hands.

January 29, 2012 at 11:17 am | [Reply](#) | [Report comment](#)

 s,f, peaches

Personally, I'll boycott the shoes, since I've already signed the petition. I find your position on this detestable, but we all have a right to freedom of expression. If the shoes are out there, you have a right to buy them.

January 29, 2012 at 12:31 pm | [Reply](#) | [Report comment](#)

 TouchyFeeliySux

The whole SF city is LAUGHABLE....The "news" channels contain nothing but boycott this and boycott that....

January 30, 2012 at 9:36 am | [Reply](#) | [Report comment](#)

WQA

Attempting to protect those who cannot protect themselves, surely a waste of time and funny (I'm being sarcastic). People like this disgust me.

January 29, 2012 at 12:13 pm | [Reply](#) | [Report comment](#)

 s.f. peaches

I'm glad you included the message in parentheses. At first, your comment was kind of scary.

January 29, 2012 at 12:33 pm | [Reply](#) | [Report comment](#)



georgia peach

WoW, you have A LOT of time on your hands. Go out and enjoy some fresh air. Have your dog take you for a walk!

January 29, 2012 at 1:19 pm

jane

How stupid are they? There have been greyhound rescue groups around for years – rescuing abused racing greyhounds who are abandoned when they can't run anymore—-doesn't this shoe company READ anything besides their own ads????????????????????

January 29, 2012 at 12:56 pm | [Reply](#) | [Report comment](#)

lee

The FBI and DEA fabricate evidence, steal from suspects and use murder to close bad cases. A corrupt DEA poisoned my dog to death because I called the San Francisco Attorney General's office to complain that the FBI and DEA where fabricating evidence and stealing from me.

January 29, 2012 at 4:47 pm | [Reply](#) | [Report comment](#)

hgartland

I think that it's great for Ms. Westfall to be quoted even though her facts aren't correct. If half of those "sound bites" were true she wouldn't have to protest since the dogs wouldn't be capable of running.

Please check ALL available resources before believing what you read in the paper.

Thanks.

January 30, 2012 at 8:25 am | [Reply](#) | [Report comment](#)



hgartland

P.S Does it count as boycotting if I can't afford the shoes anyway?

January 30, 2012 at 8:29 am | [Reply](#) | [Report comment](#)

Ashley

If you don't believe that greyhounds are mistreated, Google Ronnie Williams, Ebro dog track and find out why he is in prison for 5 years. Greyhounds are routinely mistreated and racing should be banned in all states.

<http://www.boycottskechers.com>

We appreciate your support.

January 30, 2012 at 8:49 am | [Reply](#) | [Report comment](#)



hgartland

Yes maam, Ronnie was notorious and should do more time, however, he is a rarity. Useing him as the example is like saying every NFL player mistreats dogs because Michael Vick did.

January 30, 2012 at 11:12 am | [Reply](#) | [Report comment](#)

Robert Gross

Keep in mind that Greyhound racing is closely regulated by state racing commissions. Greyhounds are well cared for during their racing careers, which is why they make such wonderful pets.. Grey2k makes false claims about Greyhound racing. They are a radical animal rights group (e.g. PETA / HSUS). Their president and executive director take a salary from Grey2k equaling nearly 30% of total donations.


January 30, 2012 at 9:10 am | [Reply](#) | [Report comment](#)

 Eric Jackson

Much of the regulation of greyhound racing is focused on the money involved, not the actual welfare of the dogs. At the end of the day, the greyhounds are locked in small cages for 20 and more hours per day. They are injured, maimed, and killed on the tracks. And for far too many, the end of their career means the end of their life.

Robert is just upset because GREY2K USA keeps pointing out how cruel his industry is, and he has nothing to refute the facts, so he makes personal attacks and calls us radicals. The facts are the facts, Robert, and I look forward to your industry being shut down.

January 30, 2012 at 9:34 am | [Reply](#) | [Report comment](#)

 Robert Gross

The Greyhound industry continues to counter the lies and misrepresentations of Grey2k. Grey2k has no facts to back up their claims. Grey2k claims that injuries are an issue. We use their statistics to prove that the injury rate is only 0.03%. That is a fact backed up by injury reports that Grey2k published on their website. They claim that the kennels Greyhounds live in are small. We publish photos and dimensions to prove that they are spacious and comfortable. They make a baseless claim that Greyhounds are kenneled "for 20 and more hours per day". That is a lie. Greyhounds make wonderful pets, and live long healthy lives (generally 12 – 14 years) because of the great care they receive while racing. Grey2k doesn't care about facts. They only care about their radical animal rights agenda and, of course, your monetary donation to their "cause".

January 30, 2012 at 10:06 am

 Eric Jackson

The dimensions provided by the Greyhound Racing Council, when compared to the size range of greyhounds, make it clear that the cages are too small. Recently we have received some large females who also do not fit comfortable in the cages.

The 20+ hours per day is based on the industry's own public comments. The dogs are turned out three to four times a day for up to one hour at a time. That leaves at least 20 hours per day when they are caged.

Greyhounds make wonderful pets...when they get that chance. They live long lives of 12 to 14 years, if they're not killed because they're no longer profitable. Their potential

lifespan makes it all the more disturbing that dogs are put down as young as 1-1/2 years of age because they won't race. Or dogs are put down after receiving non-life threatening, but career-ending injuries.

GREY2K USA cares about the dogs. The greyhound racing industry cares about how much money they can suck off the backs of the dogs. The racing industry definition of love involves dollar signs. And this is what Skechers have aligned themselves with.

January 30, 2012 at 10:44 am



Kitty

"Greyhound racing is closely regulated by state racing commissions."

Oh yes, because the government ALWAYS has the best interests of the dogs, not the revenue-providing business, at heart, right? Riiight. Can you site your source where you learned greyhounds are well-cared for? Have you BEEN to the tracks, seen the kennels, watched the treatment with your own eyes? Not all of them are as bad as the Tuscon track, of course. The owner of the Phoenix track, before it closed, tried to get his retired racers adopted out with Greyhound Adoption Center. But most dogs won't be so lucky. Grey2k is not radical; would they seriously be trying to end greyhound racing if it weren't a real problem? It's not like they're a bunch of rich, bored housewives looking for a cause, so they make one up. Grey2k and all the greyhound advocacy groups I know of and work with are made up of average, middle-class people trying to rescue these loving and gentle animals. That's all.

January 30, 2012 at 9:43 am | [Reply](#) | [Report comment](#)



Robert Gross

Yes Kitty, I have been to the tracks. For more than 30 years I've seen the racing kennels and breeding farms. I've seen the stellar care these fine animals receive. There is no incentive whatsoever for a person in the Greyhound industry to abuse their dogs. Would an abused dog be a successful athlete? Not likely.

January 30, 2012 at 10:28 am



Eric Jackson

But, Robert, you won't answer questions about how many dogs are actually adopted out, how many are killed at the end of their careers, or anything else that reflects a harsh light on your industry. The truth won't set you free, it will put your industry out of business.

The care of the dogs provided by the industry commonly meets the definition of abuse as understood by many lay-people. In many jurisdictions, treating your pet like a racing greyhound would result in criminal charges.

January 30, 2012 at 10:46 am

Jake

Do you really think that 115,000 of you are actually going to affect business from sketchers when more than half of you have probably never touched the Sketchers brand in your life? It's as if guys were to protest against tampons. IT'S POINTLESS because it won't affect their business. There are 311 million people in the United States PLUS all of the others that buy Sketchers around the world. So your little 115,000 people petition is a joke. JUST LAUGH AT THE AD, AND GET ON WITH YOUR LIFE.

January 30, 2012 at 9:58 am | [Reply](#) | [Report comment](#)

Christine Dorchak

It is unconscionable that Skechers would shoot an ad at Tucson Greyhound Park, one of the most notorious dog tracks in the country. Get the facts here: <http://grey2kusa.org/azInjuries.html>

This is what Skechers is glamorizing, dogs breaking their legs, their backs, suffering paralysis, seizures and more.

It is time for Skechers to stand up for the real underdogs, the long-suffering greyhounds who live and die at Tucson Greyhound Park each year.

January 30, 2012 at 10:56 am | [Reply](#) | [Report comment](#)



Robert Gross

The injury rate based on Christine's website is 0.03% for Tucson Greyhound Park. Greyhounds are athletes. Unfortunately, athletes do suffer injuries. The injuries she mentions are extremely rare. Keep in mind that Christine and her husband Carey receive salary and compensation of more than \$80,000 per year from donations made to Grey2k.

January 30, 2012 at 11:03 am | [Reply](#) | [Report comment](#)

Go Skechers

Worry about the dogs that are dieing or the weight of the Greyhound dogs, not on a advertisement. I will keep buying Skechers! There is nothing wrong about the ad! **** Go Skechers !!!!

January 30, 2012 at 10:58 am | [Reply](#) | [Report comment](#)

Robert Gross

Jackson – You've been told time and time again. More than 90% of all retired Greyhounds are provided to approved adoption groups. The rest are returned to the farm for breeding purposes or returned to their registered owner. You keep asking for a number, but that's an unknown. Much like asking how many purebred Pomeranian's are killed each year. There's no way to know.

Please elaborate on the industry care that would constitute animal abuse. Specifics please.

January 30, 2012 at 11:16 am | [Reply](#) | [Report comment](#)

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