

NEXUS Niagara *Update*

January 2013



Social Media Month

Following the release of our new PSA, the NEXUS Niagara team is focusing on another social media month push to promote posts, tweets, pins, and sharing of information on the NEXUS program and the time-savings associated with trusted border travel.

To make this activity even easier, stop by our website at www.nexusniagara.com and click on the *ShareThis* module to choose the social platform you'd like to utilize. A series of downloadable web buttons and other tools are also available on the site and can be e-mailed or pasted with the click of a button.

Please help us start some solid social media buzz regarding how increased participation in the NEXUS program really does translate into less congestion at area border crossings, shortened wait times, and greater travel reliability for tourists and local motorists.

P.S. Use the #NexusNiagara hashtag too!

Ambassador Spotlight



Several organizations and local elected officials helped swell the NEXUS Niagara ambassador ranks this past month.

A special welcome goes out to all the folks at [Holimont Ski Resort](#) and [The Travel Team](#), as well as the [Offices of NYS Assemblyman Sean Ryan](#) and [City of Buffalo Comptroller Mark Schroeder](#).

Glad to have you all join our cause!

New PSA Issued

Hockey is back! And with the NHL's return right around the corner, the NEXUS Niagara team has once again joined forces with the Buffalo Sabres to produce a brand new public service announcement (PSA) aimed at helping further educate local motorists regarding the many benefits of trusted border travel.



Click on the image above to view the NEXUS Niagara PSA via YouTube

This new PSA will air during game days at the First Niagara Center and is also being shared through various social media platforms, and on peacebridge.com, nexusniagara.com, and other border-related websites.

NEXUS Niagara ambassadors are highly-encouraged to pass and post this video on their own sites as well. Thank you!

Regulatory Changes Help Expand Program

As 2012 drew to a close, the Canada Border Services Agency (CBSA) announced some important regulatory amendments intended to ease certain NEXUS eligibility criteria restrictions, and thereby create an opportunity for many more low-risk, trusted travelers to enroll in the program.

[Click here](#) for more information on these changes.