

NEXUS Niagara Update

September 2012

“The NEXUS & Hockey Issue”



Lockout? Well, it seems that nobody told us hockey was supposed to be on hiatus! Our team has recently been hard at work engaging all the hockey players and

hockey moms and dads in the Buffalo Niagara region. The main objective of this work is to educate those frequent, low-risk border crossers out there on the benefits and time-savings associated with trusted travel, specifically NEXUS.

At the same time, we’ve also engaged the pros! The NEXUS Niagara Team has struck up a positive dialogue with the Buffalo Sabres about how to engage their fan base and the many Canadian season tickets holders who root for them. This work is sure to provide yet another great target membership group!

Ambassador Spotlight



This month we wanted to share a recent quote from one of our active ambassadors...And thank you again for everyone’s support of the NEXUS Niagara program!

“By enrolling as a trusted traveler, area residents, businesses, commuters, and tourists have the ability to eliminate border uncertainty and can easily access the great leisure and commercial opportunities our region offers.”

Arlene White
Executive Director
[Binational Economic & Tourism Alliance](#)

Outreach Targeting Local Youth Hockey

August and early September were busy months for the NEXUS Niagara team, as our outreach efforts focused on the many thousands of youth hockey players and families who are now gearing-up for another season full of border travel.



Visit buffaloregals.org for more information on the NEXUS effort.

To help expedite the movement of these players, coaches, and parents, several extensive enrollment blitzes were put together by CBP and CBSA with the [Buffalo Regals club](#), as well as the entire [Ontario Minor Hockey Association’s \(OMHA\) South-Central AAA Hockey League \(SCTA\)](#). The SCTA is a minor level league based out of Southern Ontario, which often undertakes border travel for games and scrimmages.

This work is expected to yield several thousand extra NEXUS enrollees this fall. And even more outreach to youth hockey interests is expected in the coming months. In addition, the Buffalo Sabres have even weighed-in and provided some great tips on connecting with youth leagues across our region!

NEXUS Booth to Appear at OMCA Conference



Next month the NEXUS Niagara team will hit the road to attend the [Ontario Motor Coach Association’s \(OMCA\) annual conference](#), which is being held this year in downtown Buffalo. The four day event will feature our NEXUS Niagara display booth and provide a great opportunity to engage thousands of local and visiting participants regarding the benefits of trusted travel!