

# NEXUS Niagara Update

August 2012

## “Back to School with NEXUS”



Is it August already? Hard to believe it, but as usual the summer is flying by for folks here in WNY and Southern Ontario. And with parents, teachers, and

students starting to gear-up for the fall term, the NEXUS Niagara team is again conducting targeted outreach to engage and educate motorists on the many great benefits of trusted border travel.

On Saturday, August 18th, the Walden Galleria will again host our informational display to help spread-the-word about the NEXUS program. This placement will target back to school shoppers from both sides of the border. And the team is also undertaking NEXUS promo activity with several local higher education entities, including the International Student Department at Brock University!

## Ambassador Spotlight

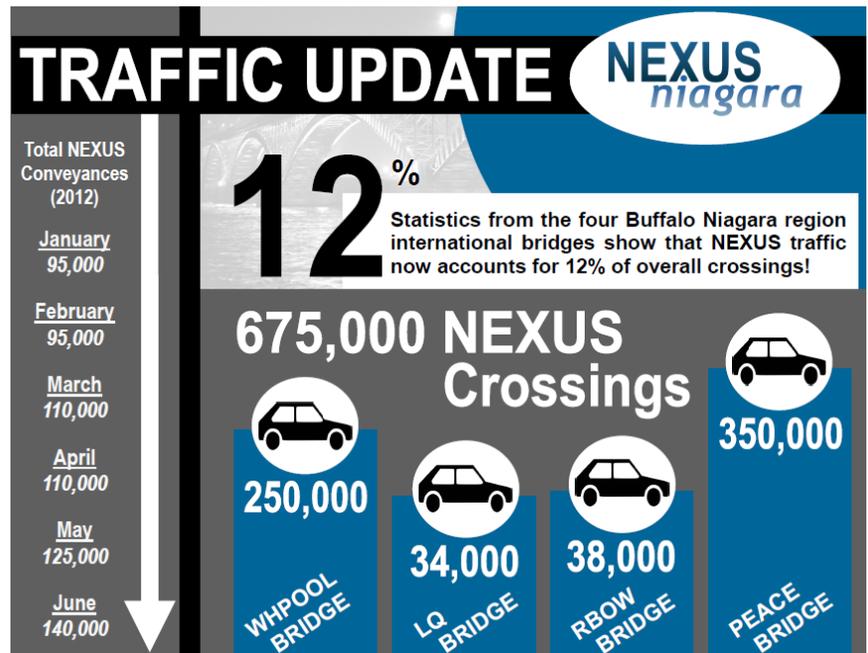


Special thanks go out to LXR Travel for inviting the NEXUS team to present at their latest airport tour and trusted traveler discussion. For those interested, here is a humorous [NEXUS article link](#) from our friends at the U.S. Consulate in Toronto! And one more item of note, as we received this anecdote from a fellow Ambassador last month...

*“Wanted to let the team know that I flew into Buffalo Niagara during the holiday weekend and then used my NEXUS card on the drive back to Toronto. The bridges were busy, but I took Whirlpool and was the only car on the bridge. It was great!”*

## NEXUS Usage Grows at Area Border Crossings

The NEXUS Niagara team is pleased to report that lane usage data for the region’s four international bridge crossings has been tallied through the first half of 2012, and these figures show very strong growth in overall program usage, with NEXUS travel now accounting for 12% of area border traffic.



For more information on 2012 NEXUS lane usage, [click here](#).

## Snapshot of Recent Regional Media Coverage



The NEXUS Niagara campaign has once again garnered some substantial media coverage in both the WNY and Southern Ontario markets. Extensive articles were recently carried by the [Niagara Gazette](#), [Business First of Buffalo](#), the [Niagara Falls Review](#), the [Fort Erie Times](#), the [St. Catharines Standard](#), [WBEN-AM-930](#), and [WIVB-CBS-TV](#), among others. Click all the links to read-up!