

# NEXUS Niagara Update

December 2012



## The 100K Edition!

It's hard to believe that of the over 700,000

NEXUS card holders residing in Canada and the United States, a solid 100,000 of those program members were enrolled right here in the Buffalo Niagara region at our Fort Erie and Niagara Falls centers!

And as part of the NEXUS Niagara effort, the campaign team is not only focused on added promotion of the program in our region, but also on finding ways to help improve the efficiency of local enrollment operations. This has evolved into some hard work by U.S. Customs and Border Protection and Canada Border Services Agency staff to employ new enrollment strategies and interview scheduling, in order to drive a significant increase in local membership approvals. The result? Buffalo Niagara is now on-pace to enroll more than 22,000 applicants in 2012, representing almost a 30% increase in membership approvals over the previous calendar year. Such figures certainly demonstrate the ongoing effectiveness of efficiency enhancements and the regional marketing work being coordinated through NEXUS Niagara. Hooray!

Know someone that wants to enroll? Get them started at [www.nexusniagara.com](http://www.nexusniagara.com).

## Ambassador Spotlight



Thanks go out to the [Buffalo World Trade Association](#) for hosting the NEXUS Niagara team and display at their recent gathering. And to the [Niagara Tourism & Convention Corporation](#) for becoming our very latest ambassador!

# Buffalo Niagara Hits 100,000 Members!!!



On December 7th, the region reached an important NEXUS program milestone, as Buffalo Niagara officially enrolled its 100,000th NEXUS member!

In order to mark this important occasion, the NEXUS Niagara team and the Buffalo Sabres (an active campaign ambassador) joined forces for a celebratory reception honoring the newest NEXUS program enrollee, youth hockey player Seth Hollett of Niagara Falls, Ontario.

Staff from both bridge operators and Customs agencies came together, along with Sabretooth and legendary announcer Rick Jeanneret, to present Seth Hollett—joined by his father, mother, and little sister—with a commemorative plaque, pictures of Sabretooth, and a signed Ryan Miller NHL sweater.

As part of the reception, bridge officials also provided various highlights regarding the ongoing NEXUS Niagara effort, as well as some updates on program usage at area border crossings.

For more information on this milestone, check out these two articles by the [Fort Erie Times](#) and [Associated Press](#).

## Local NEXUS Crossings Exceed 1.25 Million

Border travel data has been issued for the first 10 months of 2012, and the four Buffalo Niagara area international bridge crossings registered a whopping 1,250,000 individual NEXUS conveyances. This figure represents nearly 12% of overall border travel in the region. NEXUS traffic at the Peace Bridge and Whirlpool Bridge continued to lead the way. For more information on local trusted travel activity, [click here](#).