



For Immediate Release

Prepared for June 1st, 2009 U.S. Border ID Requirements?

Keep Travelling, Keep Saving

*Canadian land border duty free operators remind Canada-U.S.
Travellers of upcoming border ID requirements*

(OTTAWA) May 8, 2009 - **Prepared for new June 1st, 2009 U.S. land border identification requirements?** Canada's land border duty free operators are encouraging travellers to keep on exploring our vast shared continent, and to keep on enjoying the tremendous duty free savings available at major Canadian crossing points across the shared border.

"Our continent is a vast expanse of rugged beauty and shared history that millions of Canadians and Americans alike explore each year by automobile," said FDFA Executive Director Laurie Karson. "With a bit of preparation and the right identification, we can continue to cross the Canada-U.S. border with ease."

Starting June 1st, 2009, those travelling by car into the U.S must carry a WHTI approved document -- a valid passport or an Enhanced Driver's License -- or be a member of a trusted traveller program such as NEXUS, Sentri, U.S. PASS Card (for U.S. citizens only) or FAST. These requirements apply to all travellers over the age of 18.

With the WHTI requirements first outlined several years ago, many Canadian and U.S. citizens already have secured new IDs, meaning fewer backlogs for those applying today and smoother transfers at the border now and in the future.

"With so many of American and Canadian customers now obtaining their passports, U.S. Customs has indicated that clearance to get through customs will be faster and could mean reduced waiting times," said Len DaSilva of West Coast Duty Free Store, Surrey, B.C.

Canada's 28 land border duty free shops offer Canadian and American travellers crossing major Canadian land border points the unique opportunity to save duty and taxes on hundreds of ordinarily expensive products, including alcoholic beverages, fragrances/cosmetics, jewellery, beer, and many other high-end products.

"It is a fantastic time for U.S. citizens to come to Canada, especially with the current U.S. dollar exchange hovering around \$1.25 to the Canadian dollar. On their way home, Americans are encouraged to stop by a Canadian duty free store for tremendous savings on products they love," said Ms. Karson.

Travel Identification Requirements for Canadian Citizens

- Complete information on U.S. land border identification requirements for Canadian citizens is available from the Canada Border Services Agency at www.cbsa-asfc.gc.ca/whti-ivho

Travel Identification Requirements for U.S. Citizens

- Complete information on U.S. land border identification requirements for U.S. citizens is available from U.S. Customs and Border Patrol at www.GetYouHome.gov

About the Frontier Duty Free Association

For more information on the Frontier Duty Free Association and where Canadian duty free stores are located, please visit its Web site at www.dutyfreecanada.com.

For more information (media enquiries only)

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