



MEDIA ADVISORY

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UNITED STATES TO LOSE NEARLY A BILLION ANNUALLY WITH NEW FEDERAL BORDER CROSSING POLICIES

Briefing on new Zogby Poll Tuesday, March 14, 10:00 a.m. National Press Club

America will lose hundreds of millions annually if a new federal law requiring everyone who crosses into the U.S. from Canada to have a secure passport-like ID is initiated. In 2008 new regulations will require U.S. citizens to possess a passport or a similar secure document. With this new regulation in place, Michigan alone could lose more than \$100 million in revenue if spontaneous travel to Canada is hindered by a complicated border ID documentation policy.

The BESTT coalition – Borders for Economic Security, Trade and Tourism, Detroit Regional Chamber, Karen Rogers, Mayor of Port Angeles, Washington, and others will address these concerns and more at the National League of Cities meeting in Washington, D.C. on Monday, March 13.

A media briefing will be held on Tuesday, March 14 beginning at 10 a.m. at the National Press Club in Washington, D.C. A recent poll conducted by Zogby International will be released and discussed.

The Conference Board of Canada predicts that current plans could result in 3.5 million fewer nationwide crossings from Canada to the U.S. and more than twice this number from the U.S. to Canada. The result is \$785 million annual cost to the U.S. and \$1.7 billion to Canada.

BESTT – Borders for Economic Security, Trade and Tourism coalition was formed by U.S. and Canadian chambers of commerce and other business organizations from along the U.S. northern borders to address this issue. More information about BESTT is available at www.BESTTcoalition.com.

The Detroit Regional Chamber is the leading business organization in the region and the largest chamber of commerce in the country.

Zogby International began development of the Zogby Interactive poll in 1998. Zogby International has been tracking public opinion since 1984 in North America, Latin America, the Middle East, Asia, and Europe.

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