



2007 Fair & Friendly Exchange Program

Fair and Friendly is a visitor services program that promotes offering a fair dollar exchange to American visitors. As a business operator in the service industry it is important to provide excellent customer service. American visitation to Nova Scotia is very important to our industry and we are competing with the world for these visitors. By participating in the Fair and Friendly program, you are informing American visitors that their business is important to you and that you understand the value of their dollar.

Being an active participant is easy, all you have to do is:

- Guarantee to provide an exchange rate within 5% of the current bank rate. (Be sure to check **daily** with the local bank or online at www.bankofcanada.ca for the current rate)
- Display the Fair & Friendly Exchange material in a visible location, i.e. your window or cash register.
- Always keep materials in good condition.

The application form can be submitted online, faxed or mailed in for enrollment. Operators that apply will receive, at no cost, two Fair & Friendly decals, two rate cards to help calculate the daily exchange and a point-of-purchase wheel to display the day's rate.

If you have any questions or concerns about any aspect of the Fair & Friendly program, please do not hesitate to contact Peter Johnson at 424-2788 or johnsp@gov.ns.ca