

FOR IMMEDIATE RELEASE:

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Don't Forget Your Passport Buddy **Keep your essential documents safe when you travel.**

Rochester NY -- Maybe your dream vacation is a bustling European city, the green hills of Ireland, or a beach in Costa Rica, but while you're enjoying the shopping, food and photo opportunities, your holiday could turn into a nightmare. What would *you* do if your passport or credit cards became lost or stolen while abroad?

Don't think it could happen to you? Let's take Costa Rica as an example. In 2010, over 1,500 U.S. passports were reported lost or stolen to the U.S. Embassy. That's an average of four passports per day, many of which were stolen while being stored in a handbag or purse.

The U.S. Department of State's Bureau of Consular Affairs advises travelers to keep passports and credit cards concealed in a pouch beneath clothing.

StoreSMART makes keeping your important documents secure with our ID and card holders. These can be worn around the neck on a lanyard and safely tucked away beneath clothing. Storing your valuables this way will keep them from being easy targets for pick pockets and purse-snatchers.

The holders are made of durable vinyl with a black back, so their contents can not be seen through clothing. They also feature a water-resistant zipper closure, which will protect the contents from moisture and debris.

Our customers have been delighted with the dependability of these ID holders. "We opened and closed these things constantly. We folded them in half, sat on them, stuffed them with money, credit cards, coins and basically put them through the mill for the duration of our trip and not once did a drop of water or sand enter these holders. They're very durable and a great way to carry your passport around without LOOKING LIKE you are carrying your passport around," said Lina Guzman of San Jose, Calif., who purchased the covers for a five-day cruise.

Not going abroad? Use them for vacations to the beach, clubs or casino to protect cash, licenses and hotel room keys. Are you an outdoorsman? Keep your fishing and hunting licenses right at your fingertips. Use them to store maps for camping and road trips. Have your family wear them at the airport so they can have tickets and identification ready for airport personnel. They also make a thoughtful gift for a foreign exchange student or a traveling friend.

You've no doubt heard of the buddy system. Let our ID card holders be your buddy, and don't leave home without them!

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