

Dear Valued Customer,

We are pleased to inform you that as a token of our appreciation for your loyalty, we are offering a special discount exclusively for our senior citizen customers.

Starting from **[Effective Date]**, you can enjoy a **[Discount Percentage]**% discount on all purchases at our store. This discount is our way of saying thank you for your continued support.

To avail of this offer, simply present your senior citizen identification at the checkout.

Thank you for being a valued part of our community. We look forward to serving you!

Warm regards,

[Your Company Name]

[Your Company Address]

[Your Contact Information]