

# Exciting Updates to Our Loyalty Program!

Dear Valued Customer,

We are thrilled to announce some exciting enhancements to our loyalty program, designed to reward you even more for your continued support.

## New Reward Tiers

We have introduced new reward tiers that allow you to enjoy greater benefits as you shop with us:

- **Silver Tier:** Earn 1.5 points for every dollar spent.
- **Gold Tier:** Earn 2 points for every dollar spent, plus exclusive access to member-only deals.
- **Platinum Tier:** Earn 2.5 points for every dollar spent, priority customer service, and a yearly bonus gift.

## Bonus Points Promotion

As a thank you for being a loyal member, you will receive bonus points on your next purchase:

**Get 500 bonus points when you spend \$50 or more!**

## Referral Program

Share the joy! Refer a friend and both of you will receive a 10% discount on your next purchase.

Thank you for being a part of our loyalty program. We look forward to serving you better with these new changes!

Best regards,  
The Loyalty Team