

Dear Valued Customer,

We are excited to announce our new Appreciation Loyalty Campaign, designed to show our gratitude for your continued support.

Starting from [Start Date], you can start earning rewards when you shop with us. For every [X Amount] spent, you will receive [Y Points/Rewards], which can be redeemed for exclusive discounts and special offers.

As a token of our appreciation, all existing customers are automatically enrolled in this program. We encourage you to take advantage of this opportunity to enhance your shopping experience with us.

Thank you for being a part of our community. We look forward to serving you for many more years to come!

Sincerely,
[Your Company Name]