

# Important Update: Changes to Our Loyalty Program

Dear Valued Customer,

We hope this message finds you well. We are excited to inform you of some upcoming changes to our loyalty program that will influence your credit card rewards.

## What's New?

- **Increased Reward Points:** Earn 2x points on all grocery purchases starting next month.
- **New Redemption Options:** You can now redeem points for gift cards at a wider range of stores.
- **Tiered Membership:** Introducing Silver and Gold tiers which offer exclusive benefits.

## Effective Date

The new rewards structure will take effect on **January 1, 2024**. Please review your account for updates.

## Stay Informed

For any questions or assistance, feel free to contact our customer service team or visit our website for more details.

Thank you for being a loyal member of our program!

Sincerely,

The Loyalty Program Team