

Important Update: Changes to Your Loyalty Program

Dear Valued Customer,

We are pleased to inform you of some upcoming enhancements to our loyalty program that will take effect on **[Effective Date]**.

In order to provide you with even greater rewards for your loyalty, we are adjusting the spending thresholds for earning points on your credit card. The new thresholds are as follows:

- **Tier 1:** Spend \$500 to earn 1 point per dollar spent
- **Tier 2:** Spend \$1,000 to earn 1.5 points per dollar spent
- **Tier 3:** Spend \$2,000 to earn 2 points per dollar spent

These changes will allow you to accumulate points more quickly and redeem them for even more exciting rewards.

If you have any questions or concerns, please do not hesitate to contact our Customer Support team at **[Phone Number]** or **[Email Address]**.

Thank you for being a loyal customer. We look forward to continuing to serve you.

Sincerely,

[Your Company Name]