

Notice of Loyalty Program Termination

Date: [Current Date]

Dear [Customer's Name],

We hope this message finds you well. We are reaching out to inform you that, effective [Termination Date], our loyalty program, [Program Name], will be officially terminated.

We greatly appreciate your participation in our loyalty program and value the loyalty you have shown us over the years. Unfortunately, we have made the difficult decision to discontinue the program due to [reason for termination, e.g., changes in business strategy].

Any remaining points or rewards accumulated in your account will expire on [Expiration Date]. We encourage you to redeem any remaining balance before this date.

Thank you for your support and understanding. Should you have any questions or need assistance, please feel free to contact our customer service team at [Contact Information].

Sincerely,

[Your Name]

[Your Position]

[Company Name]

[Company Contact Information]