

# Dear Valued Customer,

We hope this message finds you well. We are writing to inform you about an important update regarding our loyalty program.

After careful consideration, we have decided to discontinue our hardware store loyalty program effective [Date]. This decision was not made lightly, and we sincerely appreciate your participation and support over the years.

As a token of our gratitude, all accrued rewards points will remain valid until [Expiration Date]. We encourage you to redeem them during your next visit.

We are committed to providing you with the best shopping experience possible. New and exciting promotions will still be available, and we look forward to serving you in the future.

If you have any questions or concerns, please do not hesitate to contact us at [Contact Information]. Thank you for your understanding.

Sincerely,  
[Your Name]  
[Your Position]  
[Hardware Store Name]