

Important Update to Our Loyalty Program

Dear Valued Member,

We appreciate your continued support and participation in our loyalty program. We are writing to inform you of some adjustments that will take effect on **[Effective Date]**.

Changes to Earning Structure:

- Point earning will now be **[New Earning Rate]** for every **[Amount Spent]**.
- Bonus points for select categories will be adjusted to **[New Bonus Rate]**.
- Additional promotions will be available **[Provide details on any new promotions]**.

These adjustments are designed to enhance your experience and provide more value as you shop with us. We believe that these changes will allow us to serve you better and make your loyalty rewards even more rewarding.

If you have any questions regarding these changes, please feel free to reach out to our customer service team at **[Contact Information]**.

Thank you for being a loyal member of our program.

Sincerely,

[Your Name]
[Your Position]
[Company Name]