

Dear [Community Member/Organization Name],

I hope this message finds you well. As part of our ongoing commitment to support and honor our veterans, we are pleased to announce the introduction of a special discount program for veterans at [Retail Store Name].

Starting from [Start Date], all eligible veterans will receive a [Discount Percentage]% discount on their purchases. This initiative aims to recognize the sacrifices made by our servicemen and women and to provide them with the opportunity to enjoy our products while saving money.

To qualify for this discount, veterans simply need to present a valid military identification card at the time of purchase. We encourage community members to spread the word about this program to ensure that our veterans are aware of the benefits available to them.

Thank you for your ongoing support and for helping us connect with our veteran community.

Sincerely,
[Your Name]
[Your Title]
[Retail Store Name]
[Contact Information]