Gift Card and Loyalty Program Integration Announcement

Dear Valued Customer,

We are excited to announce the integration of our retail gift cards with our loyalty program! Starting from **[Start Date]**, you can now earn points on every gift card purchase and redemption.

Key Benefits:

- Earn **[X points]** for every **$1** spent on gift cards.
- Use your earned points to receive discounts on future purchases.
- Enjoy exclusive offers and promotions available only to loyalty members.

To start earning points, simply present your loyalty card at the time of gift card purchase or when redeeming your gift card. It's that easy!

Thank you for being a loyal customer. We look forward to enhancing your shopping experience.

Best Regards,

[Your Company Name]
[Your Contact Information]