Dear Valued Customer,

We are excited to announce the launch of our new Customer Loyalty Program, designed to reward you for your continued support!

Starting [Launch Date], you can earn points on every purchase that can be redeemed for exclusive discounts, special offers, and more!

Here's how it works:

- **Earn Points:** For every dollar spent, earn [X] points.
- **Exclusive Rewards:** Redeem your points for special discounts and offers available only to loyalty members.
- **Birthday Bonus:** Celebrate your birthday with bonus points!

To sign up, visit our website or ask a team member during your next visit to our store. Signing up is quick and easy!

Thank you for being part of our community. We look forward to rewarding you for your loyalty!

Best regards,
The [Store Name] Team