

Dear Valued Customer,

We are excited to announce that we will be transitioning to a new digital loyalty card system starting on **[insert date]**. This change will enable you to enjoy a more convenient and efficient way to earn and redeem rewards.

With our digital loyalty card, you will be able to:

- Access your loyalty card directly from your smartphone.
- Receive personalized offers and updates through our app.
- Enjoy faster checkouts without the need for a physical card.

To get started, simply download our app from the **[App Store/Google Play]** and create your account. If you are already a member, your existing loyalty points will automatically transfer to your new digital account.

If you have any questions or need assistance during this transition, please feel free to contact our customer service team at **[customer service email/phone number]**.

Thank you for being a loyal customer. We look forward to enhancing your experience with our new digital loyalty program!

Sincerely,

[Your Business Name]