

Dear Valued Cardholder,

We are excited to inform you about some upcoming changes to our credit card rewards program that will take effect on **[Effective Date]**.

What's New?

- **Increased Rewards:** Earn more points on eligible purchases, including *[Categories]*.
- **Exclusive Offers:** Access to limited-time promotions and offers tailored just for you.
- **Redemption Options:** New ways to redeem your points, including *[New Options]*.

Important Dates

Make sure to mark your calendar for the following:

- **[Date]:** Changes take effect.
- **[Date]:** Last day to redeem current reward options.

If you have any questions or need assistance, please do not hesitate to contact our customer service team at **[Phone Number]** or visit **[Website]**.

Thank you for being a loyal cardholder. We look forward to bringing you these enhancements to your rewards program!

Sincerely,

[Your Company Name]
Customer Service Team