

# Dear Valued Customer,

We are excited to announce the launch of our new Customer Loyalty Rewards Initiative! As our way of showing appreciation for your continued support, we have created a program that allows you to earn rewards for every purchase you make.

## Program Details:

- **Earn Points:** Receive 1 point for every \$1 spent.
- **Exclusive Discounts:** Enjoy special discounts and offers available only to loyalty members.
- **Birthday Rewards:** Celebrate your birthday with a special gift from us!
- **Referral Bonuses:** Earn extra points for referring friends and family who join our program.

## How to Join:

Joining is easy! Simply sign up in-store or visit our website to register for the program. Membership is free!

## Start Earning Rewards Today!

We can't wait for you to start enjoying the benefits of our Customer Loyalty Rewards Initiative. Thank you for being a loyal customer!

Sincerely,  
Your Company Name