

# Dear Valued Member,

We are reaching out to inform you of an important update to our Loyalty Program that will take effect on **[Effective Date]**.

## Modifications to Earning Potential

As part of our ongoing commitment to enhance your experience, we are making modifications to the earning potential of our Loyalty Program. The key changes include:

- Increased reward points for purchases made on weekends.
- Changes in the point accumulation system for specific product categories.
- Introduction of bonus point promotions available during special events.

We believe these changes will provide you with greater rewards and enhance your loyalty experience. For detailed information regarding the new earning structure, please visit our website or contact our customer service team.

## Thank You

We appreciate your continued loyalty and support. Thank you for being a valued member of our Loyalty Program!

Sincerely,  
[Your Company Name]  
[Your Contact Information]