

Instruction: This is a model letter. Adapt to fit your facts and circumstances.

Return address:  
Name  
Address Line 1  
Address Line 2  
City, State Zip Code

Date

Name  
Company  
Address Line  
City, State Zip Code

Re: New Discount

Dear :

We are please to announce that we have initiated a new discount plan. Instead of the usual 10% offered to Senior Citizens each Wednesday, we will now offer 15% on Wednesday. Also, we will now offer an extra 5% savings to college students with proper I.D. We feel that these changes will not only reward our top shoppers, but will also bring in more shoppers.

If you have any questions, please do not hesitate to contact us at your earliest convenience.

Sincerely,

N A M E