

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: Welcome to Our Customers and Friends

Dear Customers and Friends of {name}:

A business is only as good as the customers that patronize it. We at {name} consider our customers to be more than patrons but friends. As a friend, {name} would like to invite you to shop at our new location in {location}. The wonderful service that you can find at the original {name} can now be found at {location}. Our new staff is willing and excited to invite friends like you to participate shopping at our new location.

Sincerely,

N A M E