

**3456 Elm Street, San Francisco, CA 10012**

**Address**

**Greeting Line**

I want to take a moment to thank you for your continued support of Wide World Importers. Because loyal customers like you come back year after year, we are still growing steadily and the future looks brighter than ever.

As you know, we will celebrate our 10th anniversary in March. In honor of that occasion, we are holding a special *Mad March* sale! Everything in the store will be 20% off throughout the month, and selected specials at higher discounts will be offered each day. Please pick up one of our promotional flyers the next time you visit the store for a complete schedule of these special offerings.

**First Name**, for even greater savings, be sure to bring this letter with you when you shop. Identify yourself as a VIP Customer by presenting the letter to your salesperson at the time of your purchase, and you will receive an additional **Discount**% off your total bill.

Discounts and savings are our way of thanking you for your continued patronage of Wide World Importers. Remember, we are the one-stop design center for all your home decor needs!

Sincerely,

Florian Stiller

President