

[Date]

[Customer Name]

[Address]

[City, State, Zip]

Subject: Protecting Your New Family Member

Dear [Customer Name],

Congratulations on the newest addition to your family! We heard the wonderful news about your new [Puppy/Kitten], and we wish you many years of joy and companionship together.

As you begin this journey with your new pet, we want to help you prepare for the unexpected. Puppies and kittens are full of energy and curiosity, which can sometimes lead to unplanned trips to the veterinarian. Whether it is a sudden illness or an accidental injury, medical costs can add up quickly.

Because you are a valued client, we want to make sure your new pet is covered from day one. Our pet insurance plans offer:

- Coverage for accidents and illnesses
- Reimbursement for diagnostic tests and surgeries
- Freedom to visit any licensed veterinarian
- Optional wellness coverage for routine exams and vaccines

Enrolling your pet while they are young is the best way to ensure they are protected before any pre-existing conditions develop. It also helps keep your monthly premiums at their lowest.

To get a free quote or to add your new pet to your existing account, please visit our website at [Website URL] or call us at [Phone Number].

Welcome to the family, [Pet Name]!

Sincerely,

[Your Name/Company Name]

[Title]

[Phone Number]