

[Date]

[Customer Name]

[Address Line 1]

[City, State, Zip Code]

Subject: Celebrate National Pet Month with Special Protection for [Pet Name]

Dear [Customer Name],

April is National Pet Month, the perfect time to celebrate the joy and companionship that [Pet Name] brings to your life. As a valued [Company Name] customer, we want to help you ensure they stay healthy and happy for years to come.

Unexpected vet bills can be stressful. To help you celebrate this month, we are offering an exclusive promotion on our comprehensive Pet Insurance plans. Whether it is a routine check-up or an emergency surgery, we want to make sure your furry friend gets the best care possible without the financial burden.

National Pet Month Offer:

- [Percentage]% discount on your first year's premium
- No waiting period for [Specific Coverage]
- Free [Gift/Benefit] when you sign up by [Date]

Getting a quote takes less than two minutes and won't affect your current [Life/Home/Auto] policy. Visit our website at [Website URL] and use promo code **PETMONTH**, or call us at [Phone Number] to speak with a specialist.

Thank you for trusting [Company Name] with your insurance needs. We look forward to helping you protect every member of your family.

Sincerely,

[Your Name/Department]

[Company Name]