**\*\*\*Use the copy below for either a written letter or an email to your customer. If you use it as an email, use the suggested subject. Tweak as you see fit\*\*\***

**\*\*\*Use on or after Monday, July 3, but not before. \*\*\***

**Subject:** Exciting News! Mead Lumber Has A New Look

Dear <Customer>,

Today is an exciting day for Mead Lumber and I wanted to reach out and share it with you. Today, July 3, Mead Lumber will be undergoing a full-scale rebrand. This rebrand encompasses the entire look and feel of our company, from our logo, website and social media presence to our store signage and sales materials.

At the heart of our rebrand is our brand promise, "To Make You Feel at Home, From Design to Finish®". This promise has always been the cornerstone of our business, and we are committed to continuing to deliver on it in everything we do. We believe that this promise sets us apart from our competitors and is the reason why our customers keep coming back to us.

As a valued customer, I wanted to make you aware of this exciting change as you will start to see the new logo and look rolling out today. The only thing you need to do for now is update your bookmark with us. Our new web address is [www.meadlumber.com](http://www.meadlumber.com).

Also, be on the lookout for events we will have that I will want you to attend and help us share in our excitement in our rebrand. More details will follow.

I am excited about this change and look forward to sharing it with you. If you have any questions, please do not hesitate to reach out to me.

Thank you for your continued support.

Regards,

<Name>

<Title>

<location>