



MIRACLE MILE SHOPS

AT PLANET HOLLYWOOD RESORT & CASINO
LAS VEGAS

GODIVA CHOCOLATIER INSIDE MIRACLE MILE SHOPS GIVES VALENTINE'S DAY SHOPPERS THE CHANCE TO WIN THE ULTIMATE CHOCOLATE FANTASY

Godiva Chocolatier inside Miracle Mile Shops gives visitors the chance to win the ultimate chocolate fantasy this Valentine's Day. Patrons purchasing any of the chocolatier's specialty Valentine's Day gift boxes valued at \$25 or more are eligible to win a grand prize fantasy weekend for two at the Godiva Decadence Sweet in New York City's Bryant Park Hotel. Attached to each gift box is a specially marked heart envelope containing an instant win game piece. 100 first place prizes are also up for grabs including a year's supply of chocolate.

For more information or to contact Godiva's Miracle Mile Shops location directly, call (702) 731-6798. Miracle Mile Shops is open 10 a.m. - 11 p.m. Sunday – Thursday and 10 a.m. – midnight Friday – Saturday.

Miracle Mile Shops, owned by David Edelstein and Aby Rosen, in conjunction with leasing and marketing consultant Robert K. Futterman & Associates LLC, is the 1.2-mile retail/entertainment complex at the heart of Las Vegas Boulevard. Due to ongoing renovations, Miracle Mile Shops now boasts many streamlined and modernized storefronts, people movers, a backlit sidewalk water feature, state-of-the-art LED video screens, crystal chandeliers and contemporary, color-coded kiosks. The center benefits from its excellent street access and serves the 38 million tourists who visit Las Vegas each year. Miracle Mile Shops features 15 restaurants, live entertainment and 170 specialty stores including retail brands such as H&M, Urban Outfitters, Ben Sherman, Quiksilver, bebe, Sephora, French Connection, Betsey Johnson, Frederick's of Hollywood and True Religion Brand Jeans. For more information, visit www.miraclemileshops.com.

###

For More Information

Brad Seidel / Lindsey Rathjen Kirvin Doak Communications: (702) 737-3100