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Miracle Mile Shops in the red, for a good cause



Posted by [Aleza Freeman](#) on Feb 8th, 2010 and filed under [Xtra News](#). You can follow any responses to this entry through the [RSS 2.0](#). You can leave a response or trackback to this entry

Throughout the month of February, the fountain outside the V Theater in the [Miracle Mile Shops](#) at [Planet Hollywood](#) will have you seeing red.

No, it isn't your imagination. No, it isn't an homage to Valentine's Day. No, there weren't any drunken tourists harmed in the process of making the water red.

The fountain will emit a red tone between its regular schedule of water shows in solidarity with the American Heart Association during National Heart Month. Likewise, throughout the month, all money tossed into both the fountain and the Miracle Mile Shops' indoor rainstorm feature will be donated to the American Heart Association.

So dig into those pockets for some spare change. Any amount will do. You don't need to be "in the red" in order to help a good cause.



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