



For Immediate Release

March 29, 2011

**MIRACLE MILE SHOPS JOINS AUTISM SPEAKS' LIGHT IT UP BLUE
CAMPAIGN FOR NATIONAL AUTISM AWARENESS MONTH**

Tweet It: This April @MiracleMileLV turns its fountain blue for @AutismSpeaks national #LightItUpBlue campaign. miraclemileshops.com

LAS VEGAS – This April, **Miracle Mile Shops at Planet Hollywood Resort & Casino** partners with Autism Speaks for its national *Light It Up Blue* campaign by turning the fountain blue in honor of National Autism Awareness Month.

Beginning Friday, April 1, Miracle Mile Shops' fountain will showcase a brilliant blue glow between regularly scheduled shows. All money tossed into the popular water feature as well as the center's indoor rainstorm will be donated on behalf of Miracle Mile Shops to Autism Speaks. The money raised supports research for treatments and a cure as well as educational programs and assistance for individuals and families affected by the disorder. The fountain will maintain its bright blue shade until the end of the month. Fountain shows take place at the top of every hour from noon to 11 p.m. daily.

Miracle Mile Shops joins other landmarks and destinations across the United States and the world for the *Light It Up* campaign. On April 2, World Autism Awareness Day, prominent businesses around the globe including the Empire State Building in New York City and the CN Tower in Toronto will turn their lights blue to commemorate autism awareness. For more information and a complete list of participants, visit www.lightitupblue.org.

Miracle Mile Shops' contribution to Autism Speaks' *Light It Up Blue* campaign is a part of the center's continued mission to support and raise awareness for non-profit organizations throughout Nevada. In previous months, Miracle Mile Shops has teamed up with the National Multiple Sclerosis Society, Southern California & Nevada Chapter (March 2011), American Heart Association (February 2011), HIV/AIDS charity Golden Rainbow (December 2010), the Southern Nevada affiliate of Susan G. Komen for the Cure (October 2010) and many more.

About Autism

Autism is a complex neurobiological disorder that inhibits a person's ability to communicate and develop social relations. It is often accompanied by behavioral changes. Autism spectrum disorders are diagnosed in one in 110 children and one in 70 boys in the United States, affecting four times as many males as females. The Centers for Disease Control and Prevention has called autism a national public health crisis whose cause and cure remain unknown.

About Autism Speaks

The mission of Autism Speaks is to change the future for all who struggle with autism spectrum disorders. They are dedicated to funding global biomedical research into the causes, prevention, treatments and cure for autism. They also assist in raising public awareness about autism, its effects on individuals, families and society and bring hope to all who deal with the hardships of the disorder. Autism Speaks is committed to raising the funds necessary to support all goals to end autism.

Keep up with the latest Miracle Mile Shops news via [Facebook](#), [Twitter](#) and [YouTube](#).

Miracle Mile Shops is open 10 a.m. - 11 p.m. Sunday – Thursday and 10 a.m. – midnight Friday – Saturday. For more information, call (888) 800-8284.

Miracle Mile Shops at Planet Hollywood Resort & Casino is a 1.2 mile retail/entertainment complex at the heart of the famed Las Vegas Strip featuring 170 specialty stores, 15 restaurants and three live entertainment venues. The center is home to PBR Rock Bar & Grill, boasting a Strip-side location with excellent food, drinks and world class bull riding; the affordable fashions of H&M; Sugar Factory, the sweet shop adored by Hollywood's hottest celebrities; surfing lifestyle retailer Billabong; GUESS by Marciano; Urban Outfitters; True Religion Brand Jeans; 15,000-square-foot bar and restaurant Cabo Wabo® Cantina; Las Vegas' very own Sin City Brewing Co.; Club Tattoo, featuring some of the best tattoo artists and body piercers in the nation; the only Ben Sherman in the city; as well as a multi-million dollar fountain show. Miracle Mile Shops is owned by David Edelstein and Aby Rosen, in conjunction with leasing and marketing consultant Robert K. Futterman & Associates LLC. For more information, visit www.miraclemileshopslv.com.

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