



MIRACLE MILE SHOPS

AT PLANET HOLLYWOOD RESORT & CASINO
LAS VEGAS

For Immediate Release

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MIRACLE MILE SHOPS HONORS BREAST CANCER AWARENESS MONTH

Center turns fountain pink and offers several limited edition collections

Las Vegas – This October, Miracle Mile Shops is raising money for the Southern Nevada affiliate of Susan G. Komen for the Cure® by turning its fountain pink. Additionally, several of the center's stores are featuring special offers benefitting various non-profit breast cancer research organizations.

All month, Miracle Mile Shops' multi-million dollar fountain will display a pink color in between regularly scheduled water 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 the Southern Nevada affiliate of Susan G. Komen for the Cure®. Regularly scheduled water shows take place at the top of every hour from noon to 11 p.m.

In support of National Breast Cancer Awareness Month, both White House | Black Market and Chico's are donating a portion of the proceeds from limited edition collections to Living Beyond Breast Cancer, a national non-profit organization dedicated to empowering all women affected by breast cancer.

White House | Black Market encourages shoppers to discover the *Give Hope* collection, featuring a tee (\$38), watch (\$58) and necklace (\$48) all adorned with a special pink rose design. The store is also giving shoppers 15 percent off their entire purchase during a *Give Hope* event on Thursday, Oct. 7, with a portion of the event's net sales benefitting Living Beyond Breast Cancer. Adding extra support for the organization, Chico's features a *Joie de Vivre* collection Bauble Bracelet (\$20).

Swarovski hosts its *Pink Hope 2010 Event* all month long featuring a special Breast Cancer Awareness Collection. Ten percent of all proceeds from the limited collection will go to The Libby Ross Breast Cancer Foundation, which aims to make a significant difference in the lives of women afflicted with breast cancer through unique support programs. In addition, everyone that stops by the store in October receives a crystallized *I Have Hope* button.

Brighton Collectibles teams up with Nevada Cancer Institute by offering the *Power of Pink* bracelet (\$50). The limited edition bracelet can be personalized by adding various charms to represent those affected by breast cancer. In addition, \$10 from every bracelet sold goes directly to Nevada Cancer Institute.

Suggested Twitter post: @MiracleMileLV turns fountain pink to raise money for Breast Cancer Awareness Month. Visit miraclemileshopslv.com for details

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 nightclub 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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Images available upon request

For More Information

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