



MIRACLE MILE SHOPS

AT PLANET HOLLYWOOD RESORT & CASINO
LAS VEGAS

For Immediate Release:

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MIRACLE MILE SHOPS' FOUNTAIN TURNS PINK IN SUPPORT OF NATIONAL BREAST CANCER AWARENESS MONTH

LAS VEGAS – This October, Miracle Mile Shops at Planet Hollywood Resort & Casino's fountain turns pink while several stores offer special items in support of National Breast Cancer Awareness Month.

In honor of National Breast Cancer Awareness Month, Miracle Mile Shops is donating all money tossed into its popular fountain and rainstorm features now through Oct. 31 to the Southern Nevada Affiliate of Susan G. Komen for the Cure®. In addition, the fountain will emit a constant pink color and ambiance in between its regularly scheduled water shows, which take place at the top of every hour from noon to 11 p.m.

All month long, a number of the Miracle Mile Shops' stores are featuring special collections, sales and offers benefitting breast cancer research. 20 percent of the proceeds from the sale of GUESS' Sparkling Pink watch will be donated to Susan G. Komen for the Cure. Brighton will donate \$5 to support breast cancer research and awareness for every Power of Pink Bracelet and Badge Clip sold. White House Black Market encourages shoppers to discover their special Give Hope Collection, which net proceeds from (up to \$200,000) will be donated to the Living Beyond Breast Cancer organization.

For a complete list of all the National Breast Cancer Awareness Month specials at Miracle Mile Shops, visit www.MiracleMileShopsLV.com.

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

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

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. Miracle Mile Shops boasts streamlined and modernized storefronts, people movers, a backlit sidewalk water feature, state-of-the-art LED video screens, crystal chandeliers, a multi-million dollar fountain show 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.miraclemileshopslv.com.

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