



For Immediate Release

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Miracle Mile Shops Launches
2012 Caring, Giving, Changing Campaign
With Fundraiser for Children's Miracle Network Hospitals

Tweet It: #CareGiveChange @MiracleMileLV kicks off monthly fundraisers w/ Jan collection benefitting @CMNHospitals!

LAS VEGAS – [Miracle Mile Shops](#) at [Planet Hollywood Resort & Casino](#) aims to raise more than \$100,000 over the course of a year during its *Caring, Giving, Changing* campaign, which kicks off in January with a fundraiser for [Children's Miracle Network Hospitals](#).

The year of *Caring, Giving, Changing* begins on January 1 with a month-long fundraiser for Children's Miracle Network Hospitals. All change tossed into Miracle Mile Shops' fountain as well as the center's indoor rainstorm will be donated to the children's charity, which is dedicated to saving and improving the lives of children at its 170 member hospitals in North America. One hundred percent of every dollar raised for Children's Miracle Network Hospitals will go to [St. Rose Dominican Hospitals' Pediatric Care Units](#) to help provide pediatric equipment, charity care and health education for children.

Other organizations receiving a fountain fundraiser as part of Miracle Mile Shops' 2012 *Caring, Giving, Changing* campaign include [American Heart Association](#) (February), [National Multiple Sclerosis Society](#) (March), [Autism Speaks](#) (April), [Communities In Schools of Nevada](#) (May), [Aid for AIDS of Nevada](#) (June), [Ronald McDonald House Charities of Greater Las Vegas](#) (July), [Boys & Girls Clubs of Henderson](#) (August), [Shriners Hospitals for Children](#) (September), the [Southern Nevada Affiliate of Susan G. Komen for the Cure](#)® (October), [United Way of Southern Nevada](#) (November) and [Golden Rainbow](#) (December).

In addition to the monthly fountain fundraisers, the *Caring, Giving, Changing* campaign will also raise funds for other programs and organizations through community sponsorships, additional partnerships and a number of cash and in-kind donations.

"All of the organizations Miracle Mile Shops selected for the *Caring, Giving, Changing* campaign make a significant impact on people's lives," said Angel Williams, director of community

relations and business development at Miracle Mile Shops. “We hope to raise tremendous amounts of support, awareness and funds for our partners to help each of them continue doing their amazing work.”

In 2011, Miracle Mile Shops raised a total of \$100,000 for numerous local and national non-profit organizations with fountain fundraisers, community partnerships and cash and in-kind donations. The retail center collected new and gently-used women’s suits and professional attire in addition to monetary donations in support of United Way of Southern Nevada’s fall suit drive. More than \$1,500 was raised to help provide the American Heart Association with materials for health fairs, educational speaking opportunities and other public health promotions. Ronald McDonald House Charities of Greater Las Vegas used the funds raised in the center’s fountain to help provide local families in need with a comfortable, caring environment while local HIV / AIDS charity Golden Rainbow used the money to help provide housing and financial assistance to 22 families in the Southern Nevada area.

About Miracle Mile Shops:

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 bull riding; H&M; Sugar Factory, the sweet shop adored by Hollywood’s hottest celebrities; American clothing line and complete lifestyle brand Original Penguin; GUESS; 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 first House of Hoops by Foot Locker 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.

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

For More Information

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