



MIRACLE MILE SHOPS

AT PLANET HOLLYWOOD

For Immediate Release

May 9, 2007

***** MEDIA ALERT *** MEDIA ALERT *****

NATHAN BURTON HOLDS CASTING CALL FOR 96 BIKINI-CLAD LADIES LOOKING TO BE FROZEN IN ICE

- WHAT:** Magician Nathan Burton will be holding a casting call for 96 sexy ladies to be part of his “frozen in ice” spectacle. As part of the casting call, Burton will have the girls enter a freezer-truck while wearing swimwear.
- WHEN:** Thursday, May 17, 2007
11 a.m.
- WHO:** Magician Nathan Burton
Over 96 hopeful ladies in sexy swimwear willing to endure freezing temperatures
- WHERE:** Miracle Mile Shops north Las Vegas Boulevard entrance (near Urban Outfitters and Sephora)
Ice truck will be located in the alleyway between Paris and Planet Hollywood Resort & Casino.
3663 Las Vegas Blvd., South
Las Vegas, NV 89109
- DETAILS:** The casting call is being held to find 96 sexy and temperature-tolerate girls to participate in Burton’s “frozen in ice” spectacle. On May 21, Burton will encase himself in a gigantic M-shaped ice sculpture for 24 hours in front of Miracle Mile Shops’ north Las Vegas Boulevard entrance beginning at 10 a.m. There will be four girls in the ice with Burton at any given time, rotating in and out of the ice every hour to keep him company.
- Visitors cruising the Strip will be able to touch and inspect the ‘M’, which is shaped as such to celebrate Miracle Mile Shops’ ongoing multi-million dollar makeover focusing on de-theming the center’s original design.
- The frozen ‘M’ is so massive it can last up to three days in 100-degree weather. Weighing nine tons and having 10-inch thick walls, Burton will not be able to escape until several Miracle Mile owners break open the ice to set him free at 10 a.m. on Tuesday, May 22.
- OTHER:** Interview and photo opportunities available.

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For more information:

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