



## MIRACLE MILE SHOPS

AT PLANET HOLLYWOOD RESORT & CASINO  
LAS VEGAS

### **MIRACLE MILE SHOPS SLIPS INTO SPRING BY GIVING AWAY A \$100 GIFT CERTIFICATE TO SEPHORA**

Miracle Mile Shops at Planet Hollywood Resort & Casino gives its [Facebook](#) and [Twitter](#) friends a chance to leap into spring with a fresh, new look by giving away a \$100 gift certificate to Sephora. To be eligible for the prize, fans of Miracle Mile Shops must answer weekly questions related to the 1.2-mile retail and entertainment complex throughout March. The [Facebook](#) or [Twitter](#) follower with the most correct answers by 9 p.m. on Wednesday, April 14 will win the \$100 gift certificate. If more than one individual correctly answers each question, a winner will be randomly selected from the group of fans with the most accurate answers. To become an online friend of Miracle Mile Shops, visit [www.miraclemileshopslv.com](http://www.miraclemileshopslv.com) and click on the Facebook and Twitter logos.

Founded in France in 1969, Sephora is a leading retail beauty chain across the world. The makeup and beauty expert operates approximately 515 stores in 14 countries worldwide. Sephora offers a unique, open-sell environment featuring more than 200 classic and emerging brands including a broad range of products such as skincare, color, fragrance, bath & body, hair and its own private label. For more information, visit [www.sephora.com](http://www.sephora.com) or call (877) SEPHORA.

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](http://www.miraclemileshopslv.com).

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#### **FOR MORE INFORMATION**

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