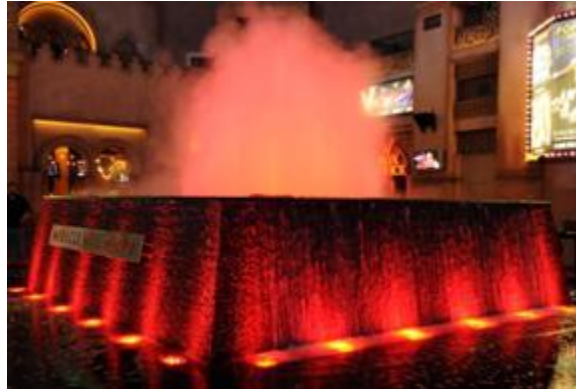




For Immediate Release

Jan. 31, 2011



MIRACLE MILE SHOPS' FOUNTAIN TURNS RED FOR AMERICAN HEART MONTH

Tweet It: All February @MiracleMileLV supports @American_Heart by turning its fountain red for American Heart Month miraclemileshopslv.com

LAS VEGAS – This February, **Miracle Mile Shops at Planet Hollywood Resort & Casino** supports the American Heart Association by turning its fountain red in honor of American Heart Month.

Beginning Tuesday, Feb. 1, Miracle Mile Shops' fountain will display a bold red hue 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 American Heart Association. The fountain will keep its vibrant red glow until the end of the month.

Regularly scheduled water shows take place at the top of every hour from noon to 11 p.m. daily. Miracle Mile Shops is open 10 a.m. - 11 p.m. Sunday – Thursday and 10 a.m. – midnight Friday – Saturday.

Founded in 1924, the American Heart Association is the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke. To help prevent, treat and defeat these diseases, America's No. 1 and No. 3 killers, the organization funds cutting-edge research, conducts lifesaving public and professional educational programs and advocates to protect public health. For more information regarding the American Heart Association, visit www.heart.org or call (702) 367-1366.

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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