



For Immediate Release

Nov. 17, 2011

**MIRACLE MILE SHOPS TURNS FOUNTAIN RED IN
SUPPORT OF GOLDEN RAINBOW THIS DECEMBER**

Tweet It: Support AIDS Awareness Month this Dec @MiracleMileLV. All \$ tossed in the fountain benefits @GoldenRainbowLV bit.ly/sxbvrK

LAS VEGAS – [Miracle Mile Shops](#) at [Planet Hollywood Resort & Casino](#) will turn its fountain red for the month of December (AIDS Awareness Month) and donate all money tossed in to local HIV/AIDS nonprofit organization [Golden Rainbow](#).

All month, Miracle Mile Shops' fountain will display a red glow in between regularly scheduled shows. All change tossed into the popular water feature as well as the center's indoor rainstorm will be donated on behalf of Miracle Mile Shops to Golden Rainbow.

Additionally Miracle Mile Shops will collect holiday lights and decorations from Nov. 21 to Dec. 9 for families affected by HIV/AIDS. Those looking to spread some holiday cheer are encouraged to drop off seasonal lights and decorations at the Miracle Mile Shops customer service desk operated by Tickets & Tours during normal operating hours. All donated items will be given to Golden Rainbow clients in its Affordable Housing Program, as many of the families are unable to afford extra luxuries during the holiday season. As a thank you, Miracle Mile Shops will provide all donors with a coupon book valued at \$2,000.

Miracle Mile Shops' partnership with Golden Rainbow is part of the center's continued mission to support and raise awareness for nonprofit organizations. In previous months, Miracle Mile Shops has teamed up with the **United Way of Southern Nevada** (November 2011), the **Southern Nevada Affiliate of Susan G. Koman for the Cure®** (October 2011), **Shriners Hospitals for Children** (September 2011), **Boys & Girls Clubs of Henderson** (August 2011), **Ronald McDonald House Charities of Greater Las Vegas** (July 2011), **Aid for Aids of Nevada** (June 2011), **Nevada Cancer Institute** (May 2011), **Autism Speaks** (April 2011), **National Multiple Sclerosis Society, Southern California & Nevada Chapter** (March 2011) and many more.

About Golden Rainbow

Celebrating 25 years of service to the Southern Nevada area, Golden Rainbow is a nonprofit organization that provides housing and direct financial assistance to men, women and children living with HIV/AIDS. Founded by members of the entertainment industry in 1987, Golden Rainbow is committed to serving

the HIV/AIDS community through fundraisers like [Ribbon of Life](#) and HIV/AIDS related education. For more information, visit www.goldenrainbow.org or call 702.384.2899.

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

For More Information

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