



For Immediate Release

Sept. 26, 2011

**MIRACLE MILE SHOPS' FOUNTAIN TURNS PINK
FOR BREAST CANCER AWARENESS MONTH**

Tweet It: Join @MiracleMileLV in the fight against breast cancer. All money tossed in the fountain this Oct. will benefit @KomenSN!

LAS VEGAS – [Miracle Mile Shops](#) at [Planet Hollywood Resort & Casino](#) is turning its fountain pink during National Breast Cancer Awareness Month this October and donating all money tossed in to the [Southern Nevada Affiliate of Susan G. Komen for the Cure®](#).

All month, Miracle Mile Shops' fountain will display a pink color in between regularly scheduled water 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 the Southern Nevada Affiliate of Susan G. Komen for the Cure®. Regularly scheduled water shows take place at the top of every hour from noon to 11 p.m.

The Southern Nevada Affiliate of Susan G. Komen for the Cure® is dedicated to combating breast cancer at every front. Up to 75 percent of the Affiliate's net income goes toward funding grants to local hospitals and community organizations that provide breast health education and breast cancer screening and treatment programs for medically underserved women and men. The remaining net income supports the national Komen Grants Program, which funds groundbreaking breast cancer research, meritorious awards and educational and scientific programs around the world.

Miracle Mile Shops' partnership with the Southern Nevada Affiliate of Susan G. Komen for the Cure® is part of the center's continued mission to support and raise awareness for non-profit organizations. In previous months, Miracle Mile Shops has teamed up with **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), **American Heart Association** (February 2011) and many more.

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 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 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 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.

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](#).

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