



For Immediate Release

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**MIRACLE MILE SHOPS RAISES FUNDS FOR
SHRINERS HOSPITALS FOR CHILDREN**

Tweet It: This Sept. @MiracleMileLV donates all \$ tossed in the fountain to @shrinershosp in honor of @jtshrinersopen on 9/25-10/2.

LAS VEGAS – This September, [Miracle Mile Shops](#) at [Planet Hollywood Resort & Casino](#) will collect donations in its fountain for [Shriners Hospitals for Children](#) in honor of [the 2011 Justin Timberlake Shriners Hospitals for Children Open](#).

To celebrate, a wax figure of Justin Timberlake provided by [Madame Tussauds Las Vegas](#) as well as The Justin Timberlake Shriners Hospitals for Children Open tournament trophy will be on display at Memorabilia International inside Miracle Mile Shops all September. Shoppers are encouraged to take photos with the wax figure and trophy after tossing their loose change into the center's fountain. Every coin tossed into the fountain during the month of September as well as the center's indoor rainstorm will be donated to Shriners Hospitals for Children. Miracle Mile Shops supports the organization's mission of providing innovative pediatric specialty care, world-class research and outstanding medical education for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate.

As the title sponsor and host of the PGA Tour event on Sept. 25-Oct. 2 at TPC Summerlin, Shriners Hospitals for Children along with celebrity host Justin Timberlake create a unique and world-class event for players and fans. For more information about the Justin Timberlake Shriners Hospitals for Children Open visit [Facebook](#) and [Twitter](#). To learn more about Shriners Hospitals for Children visit www.shrinershospitalsforchildren.org.

Miracle Mile Shops' partnership with Shriners Hospitals for Children 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 **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), **HIV/AIDS charity Golden Rainbow** (December

2010), the Southern Nevada affiliate of Susan G. Komen for the Cure (October 2010) 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](#).

About The 2011 Justin Timberlake Shriners Hospitals for Children Open:

The 2011 Justin Timberlake Shriners Hospitals for Children Open is the ongoing commitment between Timberlake and Shriners Hospitals for Children® to continue the tradition of a PGA TOUR event in Las Vegas. The collaboration between Shriners Hospitals for Children® as Title Sponsor and Host, along with Celebrity Host Justin Timberlake, creates a truly unique and world-class event for players and fans alike. A variety of well-known golfers will participate in the competition and help support the mission of Shriners Hospitals for Children®, while enjoying the signature flair that Las Vegas has to offer. The 2011 tournament is September 25 – October 2, 2011 at TPC Summerlin in Las Vegas.

Follow the Justin Timberlake Shriners Hospitals for Children Open on [Facebook](#) and [Twitter](#).

About Shriners Hospitals for Children®:

Shriners Hospitals for Children® is changing lives every day through innovative pediatric specialty care, world-class research and outstanding medical education. The 22 hospitals in the United States, Canada and Mexico provide advanced care for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate.

Shriners Hospitals for Children is a 501(c)3 non-profit organization and relies on the generosity of donors. All donations are tax deductible to the fullest extent permitted by law.

About Madame Tussauds Las Vegas:

Madame Tussauds Las Vegas offers guests the unique opportunity to “interact” with incredibly life-like iconic figures from the celebrity worlds of film, TV, music, sports and politics. Only at

Madame Tussauds Las Vegas can you “grab hold” of your favorite stars, with our many interactive experiences. With more than 100 wax figures, Madame Tussauds Las Vegas allows you to take pictures, touch and get up close and personal in a themed setting. Madame Tussauds Las Vegas is located on the Las Vegas Strip at the Venetian Resort Hotel Casino. The attraction is open 365 days a year from 10AM. For attraction hours and pricing, please call (702) 862-7800 or visit online at www.madametussauds.com/lasvegas.

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