



**For Immediate Release**

Feb. 1, 2011

## **MIRACLE MILE SHOPS TACKLES SUPER SUNDAY WITH AN ACTION-PACKED DAY OF FOOTBALL**

**Tweet It:** @MiracleMileLV tackles Super Sunday with an action packed day of football. Parties/events list at [miraclemileshops.lv.com](http://miraclemileshops.lv.com)

**LAS VEGAS** – On Sunday, Feb. 6, **Miracle Mile Shops at Planet Hollywood Resort & Casino** invites football fanatics and pigskin partiers to be a part of the hard-hitting action of the Big Game with unforgettable parties and authentic sports gear.

**Blondies Sports Bar & Grill** tackles the excitement with the *Blondies Bowl 7* (\$200) beginning at 1:30 p.m. The Super Sunday package includes gift bags, raffles, halftime giveaways, a premium open bar with top shelf alcohol and a delectable buffet featuring chicken, steak, wings, salad and more. In addition, Blondies features waitresses clad in sexy cheerleading attire and more than 40 plasma and big-screen televisions broadcasting the main event.

**Sammy Hagar's Cabo Wabo Cantina** hosts the hottest Super Sunday party on the Las Vegas Strip with 2007 *Playboy* Playmate of the Year Sara Jean Underwood and *Playboy's* Miss February 2010 Heather Rae Young. The football action will be featured on multiple high-definition televisions and jumbo projector screens throughout the restaurant. Guests can enjoy Cabo Wabo Cantina's all-you-can-eat buffet including wings, hot dogs and build-your-own nachos and taco bar (\$50) or an all-you-can-eat and drink package including well drinks and domestic drafts (\$150). Ice cold buckets of Coors Light will be available to thirsty partygoers (\$20) and Coors Light giveaways will be awarded each quarter.

Boasting a Strip-side location, mouthwatering food, satisfying drinks and world class bull riding, **PBR Rock Bar & Grill** offers several big game packages perfect for any fan. The rowdy tavern offers patrons an open bar with well drinks (\$100), open bar with premium spirits, beer and wine (\$125) and table reservations with game time food and beverages (\$150).

Football fans can gear up with authentic and stylish Pittsburgh Steelers and Green Bay Packers hats, t-shirts, jerseys, jackets and accessories at both **Champs Sports** and **Front Row Sports**. Each store features a wide variety of t-shirts, jerseys, hats and sweatshirts. In addition, several specialty items are available at Front Row Sports such as mini, full size and replica helmets, player figurines, key chains, blankets and more.

**Memorabilia International** offers unbelievable prices and up to 50 percent off on mementos for true sports fanatics. Steelers enthusiasts can choose from a selection of framed and matted, autographed or unsigned images of Troy Polamalu, Ben Roethlisberger and more. Packers aficionados can show their team pride with signed merchandise such as an Aaron Rodgers jersey, photographs of Paul Hornung, Marv Fleming, Bob Jeter, Fred “Fuzzy” Thurston, Willie Davis and more.

Reservations are strongly encouraged. For a complete list of Super Sunday events, visit [www.miraclemileshopslv.com](http://www.miraclemileshopslv.com).

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

###

**For More Information**

Brad Seidel / Lindsey Rathjen

Kirvin Doak Communications: (702) 737-3100

[bseidel@kirvindoak.com](mailto:bseidel@kirvindoak.com)

[lrathjen@kirvindoak.com](mailto:lrathjen@kirvindoak.com)