



**For Immediate Release**

May 25, 2011

**MIRACLE MILE SHOPS PARTNERS WITH AFAN  
IN HONOR OF NATIONAL LGBT PRIDE MONTH**

**Tweet It:** This June at @MiracleMileLV all \$ tossed in the fountain will be donated to @AFANLV in honor of LGBT Pride Month

**LAS VEGAS** – This June, [Miracle Mile Shops](#) at [Planet Hollywood Resort & Casino](#) teams up with [Aid for AIDS of Nevada](#) (AFAN) in honor of National Lesbian, Gay, Bisexual, and Transgender (LGBT) Pride Month.

All month, Miracle Mile Shops' fountain will feature a multi-colored glow between regularly scheduled 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 AFAN. The money raised will help support the nonprofits' continual dedication to fighting the HIV/AIDS epidemic by providing unparalleled health expertise, support and advocacy for more than 3,000 people living with and affected by the disease in southern Nevada. The fountain will maintain its multi-colored radiance until the end of the month. Fountain shows take place at the top of every hour from noon to 11 p.m. daily.

Miracle Mile Shops' partnership with AFAN is part of the center's continued mission to support and raise awareness for non-profit organizations throughout Nevada. In previous months, Miracle Mile Shops has teamed up with **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 AFAN**

Aid for AIDS of Nevada (AFAN) was founded in 1984 and is the oldest and largest AIDS service organization in the state of Nevada. 2009 marked AFAN's 25<sup>th</sup> anniversary of practicing its unyielding commitment to the community by providing unparalleled health expertise, support and advocacy for adults and children living with and affected by HIV/AIDS in southern Nevada. Over the years, AFAN has created various programs that offer consistent and comprehensive assistance including direct client service programs, food programs, prevention and education programs and community outreach. As part of AFAN's mission, these client service programs assist in enhancing the physical health and psychosocial wellness of the individuals they serve, while promoting dignity and improving the quality of their lives. For more information, please visit [www.afanlv.org](http://www.afanlv.org).

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

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. For more information, visit [www.miraclemileshopslv.com](http://www.miraclemileshopslv.com).

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**For More Information**

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