



**For Immediate Release**

Feb. 25, 2011

**MIRACLE MILE SHOPS' FOUNTAIN TURNS ORANGE FOR  
NATIONAL MULTIPLE SCLEROSIS EDUCATION AND AWARENESS MONTH**

**Tweet It:** All March @MiracleMileLV turns its fountain orange for the National Multiple Sclerosis Society, So. Cali & NV Chapter [miraclemileshops.lv.com](http://miraclemileshops.lv.com)

**LAS VEGAS** – This March, **Miracle Mile Shops at Planet Hollywood Resort & Casino** supports the National Multiple Sclerosis Society, Southern California & Nevada Chapter by turning its fountain orange in honor of National Multiple Sclerosis Education and Awareness Month.

Beginning Tuesday, March 1, Miracle Mile Shops' fountain will showcase a bright orange 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 the National Multiple Sclerosis Society, Southern California & Nevada Chapter. The money raised supports cutting-edge research for better treatments and a cure, as well as vital programs and services for the nearly 4,000 Nevadans living with MS and their loved ones. The fountain will maintain its vivacious orange hue 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 is open 10 a.m. - 11 p.m. Sunday – Thursday and 10 a.m. – midnight Friday – Saturday.

**About Multiple Sclerosis**

Multiple Sclerosis (MS), an unpredictable, often disabling disease of the central nervous system, interrupts the flow of information within the brain, and between the brain and body. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with at least two to three times more women than men being diagnosed with the disease. MS affects more than 400,000 people in the United States and over 2.1 million worldwide.

**About the National Multiple Sclerosis Society**

MS stops people from moving. The National MS Society exists to make sure it doesn't. They help each person address the challenges of living with MS. In 2009, through their national office and 50-state network of chapters, the Multiple Sclerosis Society devoted over \$132 million to programs that enhanced more than one million lives. To move closer to a world free of MS, the Society also invested

nearly \$36 million to support 375 research projects around the world. To learn more about MS and the work of the National MS Society visit [www.nationalMSSociety.org](http://www.nationalMSSociety.org).

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).

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**For More Information**

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