



**DC MOTOCROSS TEAM AUTOGRAPH SIGNING AT DC LAS VEGAS STORE**  
INSIDE MIRACLE MILE SHOPS AT PLANET HOLLYWOOD RESORT & CASINO

**WHAT:** Join DC and its elite team of Motocross athletes for an autograph signing at the DC store located in Miracle Mile Shops at Planet Hollywood Resort & Casino, Las Vegas on Thursday, May 6.

Guests will be able to meet and get autographs from DC's top motocross athletes who are in town for the 2010 Monster Energy AMA Supercross finals. There will be in-store discounts and people can shop the new spring / summer 2010 collections.

The DC Las Vegas store features men's and boy's apparel, footwear and accessories, as well as DC's Skateboarding and LIFE Collections, which includes DC athlete signature models and DC Special Projects™.

**WHEN:** Thursday, May 6, 2010  
5 - 6:30 PM

**WHERE:** DC Store - Miracle Mile Shops  
3663 Las Vegas Blvd. South, Suite 390  
Las Vegas, NV 89109  
702.369.2730

**ATTENDING:** DC Motocross team riders - Jeremy McGrath, Nate Adams, Robbie Maddison, Josh Hill, Davi Millsaps, Adam Jones, Tommy Searle, Nico Izzi, Matt Moss, Max Anstie, Brock Tickle, and Martin Davalos

For athletes interviews and images please contact Sherrie-Anne Stacy at [sstacy@dcshoes.com](mailto:ssstacy@dcshoes.com)

For press credentials please contact Lindsey Rathjen at [lrathjen@kirvindoak.com](mailto:lrathjen@kirvindoak.com) or 702.737.3100 or Sherrie-Anne Stacy

**About DC:**

*Founded by Ken Block and Damon Way in 1993, DC quickly grew to a leader in performance skateboarding shoes and renowned action sports brand. Today DC stands as a global brand whose product line has expanded to include men's, women's and kids' skateboarding and lifestyle shoes, apparel, snowboards, snowboard boots, outerwear, and accessories.*

*As one of the cornerstones of its marketing strategy, DC has built a world-class team of professional skateboarding, snowboarding, surfing, BMX, motocross and rally athletes that exemplify and enhance DC's brand, develop its signature products, and support its promotional efforts. DC is a subsidiary of Quiksilver, Inc.*

**ABOUT MIRACLE MILE SHOPS:**

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 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).*