



**For Immediate Release**

Feb. 28, 2011

**MIRACLE MILE SHOPS PARTNERS WITH THE CLARK COUNTY SCHOOL DISTRICT TO CELEBRATE NEVADA READING WEEK**

**Click to Tweet:** Nevada Reading Week (2/28-3/4): @MiracleMileLV collecting books for CCSD, donating \$1 for every tweet mentioning @MiracleMileLV. #NRW

**LAS VEGAS – Miracle Mile Shops** at Planet Hollywood Resort & Casino teams up with the Clark County School District (CCSD) to promote literacy and education during Nevada Reading Week, Feb. 28 – March 4.

In honor of Nevada Reading Week, Miracle Mile Shops will host a book drive and “Tweet for a Cause” Twitter fundraiser. Patrons are encouraged to drop off new and gently-used books to Miracle Mile Shops’ information center, located near the parking garage and Sur La Table. All books will be donated on behalf of Miracle Mile Shops to CCSD. Participants will receive a complimentary coupon book, valued at \$2,000, which features specials and offers for many of Miracle Mile Shops’ 170 stores, 15 restaurants and live entertainment.

In addition, Miracle Mile Shops hosts a “Tweet for a Cause” fundraiser to raise money for supplies and literacy materials for the Clark County School District School–Community Partnership Program. To participate, [Twitter](#) followers simply need to include @MiracleMileLV in their status updates. For every tweet mentioning @MiracleMileLV, the center will donate \$1 to the school district.

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; 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; Cabo Wabo® Cantina; 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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