



## MIRACLE MILE SHOPS

AT PLANET HOLLYWOOD RESORT & CASINO  
LAS VEGAS

### **MIRACLE MILE SHOPS RINGS IN THE NEW YEAR WITH A DAY-LONG COUNTDOWN ON ITS STRIP-SIDE LED SCREENS**

Las Vegas - This New Year's Eve, Miracle Mile Shops at Planet Hollywood Resort & Casino is celebrating the arrival of 2010 by launching a day-long countdown to midnight on the center's Strip-side LED screens.

At the top of every hour on Dec. 31, the center's record-breaking LED screens will feature a countdown and happy 2010 message as various cities throughout the world enter the New Year. The first countdown and celebration message will occur at 1 p.m. PST as the clock strikes midnight in Moscow. Locations such as Paris, London, New York and Chicago will all be featured as the anticipation grows in Las Vegas. The screens will also continue to broadcast Miracle Mile Shops' series of special holiday video messages from some of the city's most recognizable residents, headliners and show cast members.

Inside, many of Miracle Mile Shops' 15 restaurants will feature special New Year's Eve specials. Highlights include \$30 all you can drink well and draft beer from 9 p.m. to 1 a.m. at Blondies Sports Bar & Grill, \$100 all you can drink and a Sammy Hagar cover band at Cabo Wabo® Cantina and a delectable all you can eat surf and turf dinner at Pampas Churrascaria Brazilian Grille for \$99.95. For a complete list of offers, visit [www.miraclemileshopslv.com](http://www.miraclemileshopslv.com).

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

Miracle Mile Shops, owned by David Edelstein and Aby Rosen, in conjunction with leasing and marketing consultant Robert K. Futterman & Associates LLC, is the 1.2 mile retail/entertainment complex at the heart of Las Vegas Boulevard. Miracle Mile Shops boasts streamlined and modernized storefronts, people movers, a backlit sidewalk water feature, state-of-the-art LED video screens, crystal chandeliers, a multi-million dollar fountain show and contemporary, color-coded kiosks. The center benefits from its excellent street access and serves the 38 million tourists who visit Las Vegas each year. Miracle Mile Shops features 15 restaurants, live entertainment and 170 specialty stores including retail brands such as H&M, Urban Outfitters, Ben Sherman, Quiksilver, bebe, Sephora, French Connection, Betsey Johnson, Frederick's of Hollywood and True Religion Brand Jeans. For more information, visit [www.miraclemileshopslv.com](http://www.miraclemileshopslv.com).

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#### **For More Information**

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