



For Immediate Release

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**MIRACLE MILE SHOPS PARTNERS WITH NEVADA CANCER INSTITUTE
FOR NATIONAL CANCER RESEARCH MONTH**

Tweet It: This May @MiracleMileLV turns its fountain purple for @NVCI in honor of National Cancer Research Month. miraclemileshopslv.com

LAS VEGAS – This May, **Miracle Mile Shops at Planet Hollywood Resort & Casino** teams up with **Nevada Cancer Institute** in honor of National Cancer Research Month.

All month, Miracle Mile Shops' fountain will feature a dazzling purple 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 Nevada Cancer Institute. The money raised supports the nonprofits' commitment to providing residents of Nevada access to the latest and most advanced resources in cancer prevention, education, detection and treatment options. The fountain will maintain its sparkling purple shade 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 Nevada Cancer Institute 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 **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 Nevada Cancer Institute

Nevada Cancer Institute (NVCI) is the official cancer institute for Nevada, headquartered in Las Vegas. A nonprofit organization, NVCI is committed to reducing the burden of cancer by offering the best in high-quality patient care, research, education, early detection and prevention. NVCI has two locations in Southern Nevada - its main treatment and research center in Summerlin, and a cancer treatment center at University Medical Center. For more information, please visit www.nevadacancerinstitute.org or call (702) 822-LIFE.

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.

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