



MIRACLE MILE SHOPS

AT PLANET HOLLYWOOD RESORT & CASINO
LAS VEGAS

MIRACLE MILE SHOPS' FOUNTAIN TURNS RED IN SUPPORT OF NATIONAL HEART MONTH

Beginning Friday, Feb. 5 (National Wear Red Day), Miracle Mile Shops' fountain will emit a constant red color in between its regularly scheduled water shows in support of National Heart Month. Additionally, all money tossed into the fountain and the center's indoor rainstorm feature during the month of February will be donated to the American Heart Association. The fountain will keep its red glow until the end of the month.

The American Heart Association strives to build healthier lives, free of cardiovascular diseases and stroke. The association's goal is to reduce coronary heart disease, stroke and risk by 25 percent by the end of 2010. Millions of volunteers and donors support their efforts every year.

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.miraclemileshops.lv.com.

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For More Information

Brad Seidel / Lindsey Rathjen

Kirvin Doak Communications: (702) 737-3100

bseidel@kirvindoak.com / lrathjen@kirvindoak.com