



For Immediate Release

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MIRACLE MILE SHOPS RAISES \$1,200 FOR CLARK COUNTY SCHOOL DISTRICT DURING NEVADA READING WEEK

Click to Tweet: \$1,200 raised for CCSD during @MiracleMileLV's "Tweet for a Cause" campaign for #NRW. Thanks to those who helped!

LAS VEGAS – Miracle Mile Shops at Planet Hollywood Resort & Casino raised \$1,200 for Clark County School District (CCSD) during its Nevada Reading Week campaign. In honor of Nevada Reading Week, Miracle Mile Shops spearheaded a "Tweet for a Cause" Twitter fundraiser to support CCSD schools. Twitter users were prompted to include @MiracleMileLV in their tweets and in return the center donated \$1 for every mention. The campaign created a buzz in the Las Vegas community, generating 1,200 mentions for Nevada Reading Week including tweets from local notables and celebrities. Proceeds will go to a CCSD School-Community Partnership Program Focus School to assist with literacy materials.

Miracle Mile Shops' partnership to support literacy also included a book drive for CCSD. Shoppers were asked to donate new or gently-used books and in return, they received 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 venues. As a result, the center received several dozen books to donate for the cause.

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.

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