



**MIRACLE MILE SHOPS**  
AT PLANET HOLLYWOOD RESORT & CASINO  
LAS VEGAS

**FOR IMMEDIATE RELEASE**

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**MIRACLE MILE SHOPS – THE ULTIMATE  
SPRING BREAK DESTINATION IN LAS VEGAS**

LAS VEGAS – Miracle Mile Shops, a 1.2-mile retail/entertainment complex at the heart of Las Vegas Boulevard, offers an endless mix of shopping, entertainment and nightlife options for spring break visitors of all ages.

For the shopper, the center houses trendy retail stores such as a multi-level Urban Outfitters with amazing views of the Las Vegas Strip, the only Ben Sherman location in Las Vegas, beauty giant Sephora, the only Bettie Page store in the world, sexy and sleek Frederick's of Hollywood and nationwide favorites H&M and True Religion Brand Jeans. Miracle Mile Shops' retailers stay open until 11 p.m. on the weekdays and midnight on the weekends, allowing for the shopaholic to indulge a bit longer than normal in their hometown.

*Stripper 101*, located in Miracle Mile Shops' V Theater, offers the ultimate Las Vegas experience. Open to anyone age 18 and older, the class covers more than 25 sexy floor moves. Guests are taught actual exotic dance moves used in Las Vegas gentleman's clubs, as well as choreography with boas, chairs and poles. During all the fun, each student has a chance to burn an average of 400 to 500 calories per hour while mastering the sin city stripper pole. At the completion of the class, each student receives a certificate establishing them as a "genuine Las Vegas stripper."

Named one of Las Vegas' top ten new restaurants by Citysearch, Hawaiian Tropic Zone serves as spring break headquarters with a sexy modern décor, mouth-watering menu items created by celebrity chef David Burke and plenty of beautiful and friendly bikini-clad Hawaiian Tropic girls. Those looking for a little innocent fun will enjoy the venue's nightly entertainment on a catwalk stage, cabaret dancers and full bar.

For the 21 and older crowd, Hawaiian Tropic Zone hosts *Fahrenheit* every Wednesday night. *Fahrenheit* includes drink specials, DJ spun music, go-go dancers, a street-side patio at the heart of Las Vegas Boulevard and an hourly performance by the Hawaiian Tropic Zone dance troupe. Unlike most nightlife options in Las Vegas, there is no charge to attend *Fahrenheit*. Bottle service is available for vacationers wanting to live like a VIP.

In true Las Vegas fashion, Miracle Mile Shops offers spring breakers the opportunity to jump from one nightlife venue to another without ever leaving the property. Covering more than 15,000-square-feet, Trader Vic's Las Vegas is unlike any of the other Trader Vic's in the world. The Miracle Mile Shops location includes three separate dining and entertainment venues featuring a ground-level restaurant and Strip-side patio that opens onto Las Vegas Boulevard and a second-level Tiki Club-ultra lounge.

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With 35 plasma and big screen televisions, traditional bar menu, Beirut challenge night and drink specials, Blondies Sports Bar & Grill is a sure hit with the college spring break crowd. The bar features all-you-can-drink Miller Lite drafts and well drinks from 4 to 6 p.m. daily, Thursday night Beirut challenges and \$5 domestic pitchers with a college ID. For private parties, Blondies' VIP Room includes five plasma televisions, a DVD/VCR player, video game system, surround sound and personal wait staff.

Perfect for the spring breaker looking to stay up all night, Triq Nightclub and Ultra Lounge is open from 11 p.m. to the crack of dawn every Friday and Saturday. Located in the \$35 million, 33,000-square-foot Steve Wyrick Entertainment Complex, the late night hotspot features four-levels of magical nightlife. The after-hours club houses two floors of lounges, with the theater stage serving as a dance floor.

*Steve Wyrick: Real Magic* is perfect for families looking to spice up their Vegas getaway. Wyrick pulls out all the stops in his one-of-a-kind mega-illusion magic experience. Fast-paced, edgy and uncut, his show features a production value that rivals a Broadway performance. Wyrick performs some of the most imaginative and mind-blowing illusions anywhere including making a Lear Jet 35 and AS 350 helicopter appear and a West Coast Chopper disappear into mid-air. His signature, larger-than-life illusions headline, but it is Wyrick's personal touches that make the show truly unique, allowing audience members to experience both the largest and smallest magic in one unforgettable performance.

Miracle Mile Shops adds an unparalleled element of entertainment to visitors' spring shopping excursions thanks to a unique free-entertainment program. In true Vegas style, the center houses a multi-sensory laser show, customer service "ambassadors," on state-of-the-art Segways and a live rainstorm.

Miracle Mile Shops is open 10 a.m. - 11 p.m. Sunday – Thursday and 10 a.m. – midnight Friday – Saturday. For more information, please call (888) 800-8284 or visit [www.miraclemileshopslv.com](http://www.miraclemileshopslv.com).

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. Due to ongoing renovations, Miracle Mile Shops now boasts many streamlined and modernized storefronts, people movers, a backlit sidewalk water feature, state-of-the-art LED video screens, crystal chandeliers 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 Urban Outfitters, Ben Sherman, Quiksilver, bebe, Sephora, French Connection, Betsey Johnson, Frederick's of Hollywood, H&M 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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