



REIGNING MISS USA KRISTEN DALTON TO UNVEIL NEW MISS USA COUTURE POP AT SUGAR FACTORY

- WHAT:** Reigning Miss USA, Kristen Dalton, will unveil the new, limited-edition Miss USA Couture Pop at retail confection sensation **Sugar Factory** inside Miracle Mile Shops at Planet Hollywood Resort & Casino on Thursday, May 6. Dalton will be accompanied by a group of contestants from the upcoming Miss USA 2010 competition.
- WHO:** **Miss USA 2009 Kristen Dalton and contestants from the Miss USA 2010 competition.**
- WHEN:** **Thursday, May 6**
Media check-in: 4:30 p.m.
Photo opportunity: 5 p.m.
- MEDIA:** Media must RSVP by Wednesday, May 5, to Jessica Murray at Wicked Creative: 702.868.4545 / 480.299.8494.
- WHERE:** Sugar Factory
Miracle Mile Shops at Planet Hollywood Resort & Casino
3663 Las Vegas Blvd South, Suite 720
Las Vegas, Nev. 89109
- DETAILS:** Sugar Factory isn't your average sweet spot. The brand has made confections part of popular culture and has turned sweets into the latest designer accessory. Sugar Factory's signature Couture Pop collections have already hit the red carpets in the hands of celebrities at major events in Miami, Los Angeles, New York City and Las Vegas. Kim Kardashian, the Pussycat Dolls and Britney Spears are now endorsing their very own Couture Pops, and are just part of the buzz that has made Sugar Factory a staple in such national media as People, OK!, Us Weekly, In Touch Weekly, NBC's "Today Show" and more. The Sugar Factory brand has become an instant hit across the country – offering everyone a sweet escape. For more information please visit www.SugarFactory.com.

ABOUT MIRACLE MILE SHOPS

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 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 nightclub 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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