



**For Immediate Release**

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## **MIRACLE MILE SHOPS RAISES FUNDS FOR RONALD MCDONALD HOUSE CHARITIES THIS JULY AS PART OF NATIONAL FUNDRAISING CAMPAIGN**



*Photos available upon request. Credit: © Erik Kabik/ Retna Ltd./ [www.erikkabik.com](http://www.erikkabik.com)*

**LAS VEGAS** – This July, [Miracle Mile Shops](#) at [Planet Hollywood Resort & Casino](#) will collect donations in its fountain for [Ronald McDonald House Charities® \(RMHC®\)](#) of [Greater Las Vegas](#) as part of the non-profit's nationwide "Join Us For 1" fundraising campaign.

RMHC's "Join Us For 1" is a one-day-only fundraising event happening on Friday, July 1 in which coins will be collected at participating McDonald's® restaurants and various fountains around the country. Miracle Mile Shops is extending the campaign locally by collecting coins in its fountain throughout the entire month of July. All month, every coin tossed into Miracle Mile Shops' fountain as well as the center's indoor rainstorm will be donated to RMHC of Greater Las Vegas to help create and support programs that directly improve the health, education and well-being of children in the community.

“Join Us For 1” highlights the non-profit’s foundation, which started with one child, one family, one doctor, and one community coming together to form the first Ronald McDonald House®. The campaign reminds supporters that just one person, one penny, one catalyst can spark big change in the lives of the children and families RMHC serves each year.

Miracle Mile Shops’ partnership with RMHC of Greater Las Vegas 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 Aid for Aids of Nevada (June 2011), Nevada Cancer Institute (May 2011), 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.

**Tweet It:** This July @MiracleMileLV donates all \$ tossed in the fountain to @RMHCVegas.  
<http://bit.ly/mbkw0k>

#### **About Ronald McDonald House Charities of Greater Las Vegas:**

Ronald McDonald House Charities® (RMHC®) of Greater Las Vegas is a non-profit, 501 (c) 3 organization that provides temporary housing for families who travel to Las Vegas to receive medical treatment for their children. Since 1974, Ronald McDonald Houses around the world have been providing a comfortable, supportive environment where families can sleep, eat, relax, and find support from families in similar situations.

RMHC of Greater Las Vegas also works to better the lives of children and their families in Southern Nevada by creating, seeking out and supporting programs that directly improve the health, education and well being of children. Through grants, scholarships and community outreach projects, RMHC of Greater Las Vegas helps thousands of children every year. Contact us at (702) 252-4663 or visit us online at [www.rmhlv.com](http://www.rmhlv.com).

#### **About Miracle Mile Shops:**

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.

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 or visit [www.miraclemileshops.com](http://www.miraclemileshops.com). Keep up with the latest Miracle Mile Shops news via [Facebook](#), [Twitter](#) and [YouTube](#).

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**For More Information**

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