

FOR IMMEDIATE RELEASE

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Miracle Mile Shops Celebrates 25th Anniversary with Silver-Themed Specials and Surprises Throughout August

The Month-Long Celebration Features \$25 Deals, Silver-Inspired Offers and Surprise Giveaways for Shoppers

LAS VEGAS – Miracle Mile Shops, adjacent to **Planet Hollywood Resort & Casino**, is turning 25. To mark this milestone, the iconic shopping and entertainment destination is hosting a silver-themed celebration throughout the month of August. Guests can enjoy exclusive offers, silver-inspired specials and surprise giveaways as part of the anniversary festivities.

In honor of the 25th anniversary, shoppers can take advantage of special \$25 deals and 25% off discounts from a variety of participating retailers, restaurants and entertainment venues, as well as additional offers available throughout Miracle Mile Shops. From stylish fashion finds to tasty bites and unique experiences, there's something for everyone to enjoy all month long.

Anniversary Specials

Food & Beverage

Blondies Sports Bar & Grill

- \$5 shots of Patron Silver Tequila
- \$5 Miracle Mile Margarita featuring Patron Silver Tequila

Cabo Wabo Cantina

- \$17.75 Miracle Mile Margarita featuring Patron Silver Tequila
- \$25 Miracle Mile Margarita featuring Patron Silver Tequila in a souvenir Cabo Wabo hurricane glass

Carnegie Pizza

- Any two slices + Stella or White Claw for \$25

Dave's Hot Chicken

- The Dirty Slusher available exclusively in the Miracle Eats Food Court July 28 through Sept. 1

Flights Restaurant

- 25% off a single full-price item with purchase
- \$14 Miracle Mile Margarita featuring Patron Silver Tequila

Garrett Popcorn Shops

- 25% off jumbo size of the Garrett Mix recipe

Hot N Juicy Crawfish

- \$25 Miracle Mile Margarita featuring Patron Silver Tequila
- \$25 Hot N Juicy Crawfish silver tumbler

Irv's Burgers

- 25% off milkshakes

La Salsa Cantina

- \$25 Miracle Mile Margarita featuring Patron Silver Tequila + Chicken Nachos

Nacho Daddy

- \$25 shirts
- 25% off all other retail
- \$21 Miracle Mile Margarita featuring Patron Silver Tequila

Pampas Las Vegas

- \$18 Miracle Mile Margarita featuring Patron Silver Tequila
- 25% off Brazilian Shrimp Cocktail appetizer

Rosa Mexicano

- \$18 Miracle Mile Margarita featuring Patron Silver Tequila

Tacotarian

- 25% off ceviche
- \$25 Tacotarian branded hats
- \$20 Miracle Mile Margarita featuring Patron Silver Tequila

Wetzel's Pretzels

- 25% off an order of \$40 or more
- 10% off an order of \$25 or more
- Receive a 25% off coupon for your next visit when you purchase \$25+ on a single order

Shopping & Experiences**Dr. Fish Spa**

- \$25 off 35-minute Fish Spa (Individual)
- \$25 off all combo services - Ionic Detox, Fish Spa, Red Light Therapy (Individual)

Fantasy Claw Arcade

- 25% off
- \$25 claw machine packages
- A special silver claw machine dedicated to the 25th anniversary

M·A·C Cosmetics

- Silver bag gift-with-purchase and samples included with all purchases of \$75+ on Saturday, Aug. 17

Shemoni Sterling Silver

- Variety of sterling silver jewelry priced at \$25

The Inspiration Co.

- \$25 wooden jasper and howlite marble bracelets
- 25% off entire store (cannot be combined with other offers)

Opening just in time for Miracle Mile Shops' 25th anniversary month, **Irv's Burgers**, the beloved California roadside burger stand founded in 1946 along Route 66, will welcome guests to its newest location on **August 7**. Located inside Miracle Eats food court; Irv's Burgers brings its nostalgic charm and signature menu to the heart of the Las Vegas Strip. Irv's Burgers joins a growing lineup of eateries at Miracle Eats including Carnegie Pizza, Dave's Hot Chicken, Chipotle, Lobster ME, Tacotarian and Fat Tuesday.

Alongside these tenant promotions, Miracle Mile Shops will be surprising guests all month long with complimentary gift cards and silver-themed giveaways, randomly gifted to lucky shoppers and followers as a heartfelt thank you for celebrating 25 years of style, flavor and fun. A grand prize social media giveaway will also be featured, offering a \$250 Miracle Mile Shops gift card, a two-night stay at Planet Hollywood Resort & Casino, dinner for two at Rosa Mexicano, a 50-minute Swedish massage at Reflections The Spa and a \$100 Sandbox VR gift card. Guests are encouraged to follow [@miraclemilelv](https://www.instagram.com/miraclemilelv) on Instagram for chances to win and updates on prize giveaways. Miracle Mile Shops will also be handing out surprises on property, so visitors should stay alert because celebration is around every corner.

For more information and a full list of anniversary offers, visit www.miraclemileshops.lv.com.

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About Miracle Mile Shops™

Miracle Mile Shops, adjacent to Planet Hollywood Resort & Casino, features more than a mile of premier shops, tempting restaurants and live entertainment venues at the heart of the famed Las Vegas Strip. The leading mixed-use project has recently undergone extensive transformations, complete with elevated finishes, upgraded technology and digital design elements. The center is home to Sephora; QUAY; H&M; the West Coast's first Rosa Mexicano restaurant featuring authentic Mexican cuisine in an bold atmosphere; Topsy Robot, the first land-based cocktail bar operated by robots; Chicago popcorn legend Garrett Popcorn Shops' only Las Vegas location; Nacho Daddy, home of the world-famous Scorpion Shot; 15,000-square-foot bar and restaurant Cabo Wabo® Cantina; and Club Tattoo, featuring some of the best tattoo artists and body piercers in the nation. The exciting new food court, Miracle Eats, is home to a collection of restaurants including Chipotle Mexican Grill, Tacotarian, Fat Tuesday, Carnegie Pizza, Lobster ME and Dave's Hot Chicken. Miracle Mile Shops guests enjoy adjoining access to Planet Hollywood, with 2,500 beautifully redesigned rooms and suites and Elara by Hilton Grand Vacations featuring 1,290 units and four penthouse floors. Miracle Mile Shops is owned by an affiliate of Institutional Mall Investors LLC, a joint venture between Miller Capital Advisory and CalPERS.

For more information, call 702.866.0710 or visit www.miraclemileshops.lv.com. Keep up with the latest Miracle Mile Shops news via [Facebook](#), [X](#), [Instagram](#) and [YouTube](#).

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