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Miracle Mile Shops Partners with Ronald McDonald House Charities® of Greater Las Vegas for 2026 Caring, Giving, Changing Campaign

Miracle Mile Shops, located next to Planet Hollywood Resort & Casino, has announced Ronald McDonald House Charities® of Greater Las Vegas as the beneficiary of its 2026 Caring, Giving,

Changing campaign. Throughout the year, all coins tossed by Miracle Mile Shops guests into the iconic Rain Show will be collected and donated to RMHC® of Greater Las Vegas, helping provide comfort, stability, and critical resources to families with children receiving medical care at local hospitals.



Families are stronger when they are together, and their presence helps a sick child cope better. Research even shows that while we cannot make medicine taste better or eliminate painful treatments, we can help lessen the burden and ensure families have the stability and resources to support their child's recovery.

The RMHC® of Greater Las Vegas provides a supportive "home away from home" for families and children who are receiving inpatient or outpatient medical treatment at local hospitals. Without the Ronald McDonald House, families might have to sleep in a hospital chair or even in their cars, as most cannot afford a hotel room for weeks or even months – especially under the financial strain of mounting medical bills. Through our programs, we support family-centered care for children, ensuring family members can focus fully on their child's recovery.

In addition to the House, RMHC of Las Vegas fulfills its mission through the Ronald McDonald Family Room at Sunrise Children's Hospital and the Ronald McDonald Care Mobile Program.

"We are honored to partner with Ronald McDonald House Charities® of Greater Las Vegas as our 2026 Caring, Giving, Changing beneficiary," said Robert Buchanan, Vice President and General Manager of Miracle Mile Shops. "Their mission to keep families together during some of life's most difficult moments truly resonates, and we are proud to offer our guests an easy, meaningful way to give back while visiting Miracle Mile Shops."

"Support from community partners like Miracle Mile Shops makes a real difference for the families we serve," said Alyson McCarthy, Chief Executive Officer of Ronald McDonald House Charities® of Greater Las Vegas. "Every contribution helps us provide comfort, stability, and essential resources so families can stay close to their children and focus on healing."

Since 2010, Miracle Mile Shops' Caring, Giving, Changing campaign has raised more than \$124,000 for local nonprofit organizations through community partnerships and guest participation. Previous beneficiaries include The Vegas Golden Knights Foundation, Help of Southern Nevada, Discovery Children's Museum, St. Baldrick's Foundation, and Communities In Schools of Nevada. The campaign's continued success is made possible by the generosity of Miracle Mile Shops visitors and the ongoing commitment to supporting the Las Vegas community.

Visitors and locals can take part in the Caring, Giving, Changing campaign while enjoying the [Rain Show's](#) immersive light and water experience, running daily from 10:30 a.m. to 10:30 p.m., every hour on the half hour.