

FOR IMMEDIATE RELEASE

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MIRACLE MILE SHOPS TO PARTNER WITH PROJECT 150 FOR 2024 CARING, GIVING, CHANGING CAMPAIGN

The coin collection fundraiser will benefit Project 150 through December 2024

LAS VEGAS – Miracle Mile Shops, adjacent to **Planet Hollywood Resort & Casino**, has partnered with **Project 150** for the **2024 Caring, Giving, Changing** campaign. The property's refreshed **Rain Show** fountain will serve as the collection site for this community initiative. All coins tossed into the fountain this year will be collected and donated to Project 150, contributing to the organization's efforts to address the needs of homeless, displaced and disadvantaged high-school students in Nevada.

Project 150 believes high school is hard enough without the compounding stress of having to fend for meals, a place to sleep, hygiene products, clothes and more. The organization is dedicated to providing free support and services to thousands of students in need so they can remain in school, graduate and build bright futures.

Since its conception in 2010, Miracle Mile Shops' *Caring, Giving, Changing* campaign has raised funds for nonprofit programs and organizations through community sponsorships, additional partnerships and a number of cash and in-kind donations. With previous partners such as The Vegas Golden Knights Foundation, Help of Southern Nevada, Discovery Children's Museum, St. Baldrick's Foundation and more, Miracle Mile Shops has spent over 14 years helping to effect positive change around the valley.

Visitors and locals can participate in this charity campaign while enjoying the Rain Show's brand-new light and water display. The show runs from 10:30am – 10:30pm, every hour on the half hour.

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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 lululemon athletica; Sephora; Quay Australia; H&M; the West Coast's first Rosa Mexicano restaurant featuring authentic Mexican cuisine in an bold atmosphere; Tippy 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; Club Tattoo, featuring some of the best tattoo artists and body piercers in the nation. Guests can look forward to the highly anticipated food collective, Miracle Eats, set to debut in winter of 2024, featuring a variety of delectable food and beverage options. 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.miraclemileshopslv.com. Keep up with the latest Miracle Mile Shops news via [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

About Project 150

Project 150 is a 501(c)3 nonprofit charitable organization, founded in December 2011 to address the need of 150 homeless high school students at Rancho High School, who were in need of support over the winter break. Since that time, Project 150 has expanded and now has two locations in Las Vegas and serves more than 6,300 homeless, displaced and disadvantaged high school students in more than 80 high schools in Nevada. Project 150 provides these students with free food, clothing, school supplies, hygiene products, and shoes. The non-profit also provides funding for college bound students in Nevada so they can build a successful future.

Media Contact

Kirvin Doak Communications
miraclemile@kirvindoak.com