

FOR IMMEDIATE RELEASE

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MIRACLE MILE SHOPS' CUSTOMERS DONATE OVER \$7,700 TO PROJECT 150 THROUGH 2024 CARING, GIVING, CHANGING CAMPAIGN

LAS VEGAS - Miracle Mile Shops, located on the Las Vegas Strip, adjacent to Planet Hollywood Resort & Casino, is thrilled to announce the success of its 2024 Caring, Giving, Changing Campaign, thanks to the generous contributions of its valued customers. Guests donated **\$7,716.58** by tossing coins into the property's Rain Show, an exciting indoor show featuring water and light. These donations have been collected and donated to **Project 150**, directly supporting local students in need. To date, more than **\$117,000** has been donated to local nonprofit organizations through the Caring, Giving, Changing initiative.

"We are incredibly grateful to our customers for their generosity and support of our *Caring, Giving, Changing* initiative," said Robert Buchanan, Vice President and General Manager of Miracle Mile Shops. "Every coin tossed into the Rain Show is more than just a donation; it's a symbol of hope and belief in the mission of Project 150."

Project 150 is dedicated to fostering a brighter future for high school students in the Las Vegas community. The organization provides essential services such as hot meals, clothing, hygiene products, and safe places to sleep, helping students stay in school through graduation. Miracle Mile Shops celebrates the hard work of Project 150 and is proud to contribute to the future of the community's youth through the kindness of its guests.

Miracle Mile Shops' *Caring, Giving, Changing* campaign has been raising funds for nonprofit organizations in the Las Vegas community since 2010. Through community partnerships and donations, this campaign has been able to give back and create positive change. Miracle Mile Shops continues to show its gratitude to the Las Vegas community and has collaborated with other foundations, such as The Children's Discovery Museum, The Boys and Girls Club of Henderson, Help of Southern Nevada and more.

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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; 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. Guests can look forward to the highly anticipated food court, Miracle Eats, set to debut in 2025, 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.

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