



For Immediate Release

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MIRACLE MILE SHOPS' FOUNTAIN GLOWS RED IN JUNE FOR GOLDEN RAINBOW



High-res images available upon request

Tweet It: This June [@MiracleMileLV](https://twitter.com/MiracleMileLV) turns fountain red and collects coins in support of [@GoldenRainbowLV](https://twitter.com/GoldenRainbowLV) and those living with HIV and AIDS

LAS VEGAS –This June, [Miracle Mile Shops](https://www.miraclemile.com) at [Planet Hollywood Resort & Casino](https://www.planethollywood.com) will turn its fountain red and collect donations for [Golden Rainbow](https://www.goldenrainbow.com), an organization dedicated to serving the local HIV and AIDS community.

Throughout the month, all change tossed in the red fountain as well as the center's indoor rainstorm will help Golden Rainbow's mission of providing housing and financial assistance to people living with HIV and AIDS in Southern Nevada. The fountain will remain red in between regularly-scheduled water shows, which take place every hour from noon to 11 p.m.

Shoppers can also support Golden Rainbow by attending the nonprofit's 30th Annual Ribbon of Life, on Sunday, June 12 at 1 p.m. This year's theme is "Throwback 30," an homage to the last 30 years in entertainment reimagined for 2016. In celebration of this anniversary, the event will feature performances inspired by the greatest shows from the past 30 years. For more information or to purchase tickets, please visit www.troplv.com/las-vegas/shows-entertainment/ribbon-of-life.

"We are so pleased that the Miracle Mile Shops and Planet Hollywood have selected Golden Rainbow as their charity for June. Donating the coins from their fountains is such a wonderful gift to local charities," said Golden Rainbow Executive Director Gary Costa. "The support of major partners like this, alongside the entire community, is the lifeblood of our organization. Turning the fountains red as a show of support, particularly in the same month as our largest fundraiser, The Ribbon of Life, is not only helping to support the more than 8,000 people currently living with HIV/AIDS in Southern Nevada, it is truly a wonderful reminder to give back and help those in need."

Miracle Mile Shops' partnership with Golden Rainbow is part of its ongoing *Caring, Giving, Changing* campaign, which raises funds for nonprofit programs and organizations through community sponsorships, additional partnerships and a number of cash and in-kind donations.

About Golden Rainbow & Ribbon of Life:

Golden Rainbow is a non-profit organization providing affordable and comfortable housing to men, women and children who have HIV/AIDS and otherwise would have no other place to call home. In addition, the organization offers financial relief to people living with HIV/AIDS by assisting with payment of rent, mortgages, utilities, health-related costs, groceries, childcare, transportation and many other expenses. Every year Golden Rainbow hosts the "Ribbon of Life," an original production unlike any other in Las Vegas, featuring custom production numbers from the best singers, dancers and performers from premier shows on the Las Vegas Strip. Celebrating its 30th anniversary in June 2016, this popular fundraiser is the primary source of funding for many of Golden Rainbow's vital programs and remains one of the largest and most unique shows of its kind in Nevada. For more information, please visit www.goldenrainbow.org or www.tropillv.com/ribbonoflife to purchase tickets.

About Miracle Mile Shops:

Miracle Mile Shops at Planet Hollywood Resort & Casino features more than a mile of 200 shops, tempting restaurants and live entertainment venues at the heart of the famed Las Vegas Strip. The center is home to PBR Rock Bar & Grill, boasting a Strip-side location with excellent food, drinks and bull riding; Buffalo Wild Wings; M·A·C Cosmetics, a leading brand of professional cosmetics; H&M; UK-based global retailer French Connection; Sephora; Chicago popcorn legend Garrett Popcorn Shops' only Las Vegas location; GUESS; BCBGMAXAZRIA; 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; Flight 23 at Footaction, one of only three in the country; as well as a multi-million dollar fountain show. Miracle Mile Shops is owned by Tristar Capital and RFR Holding LLC, 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.miraclemileshopslv.com. Keep up with the latest Miracle Mile Shops news via [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

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