



For Immediate Release

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M·A·C COSMETICS CELEBRATES SPRING COLLECTION
WITH FLAMINGO PARK EVENT FEB. 12 – 14

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LAS VEGAS – M·A·C Cosmetics welcomes its spring collection, one of its largest launches of the year, with a Flamingo Park event inside Miracle Mile Shops at Planet Hollywood Resort & Casino Feb. 12 – 14.

M·A·C Cosmetics' Miracle Mile Shops location will transform into a garden-themed soiree from 11 a.m. to 8 p.m. during Valentine's Day weekend. The event will feature the brand's newest collection, makeup consultations, photo opportunities, croquet and a one-man band as well as a hedge performer who will shape bushes into flamingos. Throughout each day, performances will occur every 20 minutes. Additionally, attendees will receive paper crowns and have an opportunity to pose with flamingos in a garden-embellished storefront sporting the new spring look.

Jordan Yoder, M·A·C Cosmetics regional media artist, will be on-site applying the Flamingo Park spring collection and will be available for press interviews. Inspired by the color pink, the collection features a variety of shades ranging from pale neutrals to bold, bright tones. The collection includes seven new blushes, an eye shadow palette with nine shades, two highlighters, a bronzer, two nail polishes, nine lipsticks, five lip glosses and three lip pencils.

The event is free and open to the public. Guests interested in having their makeup done may schedule an appointment by calling 702-734-0129 no later than Thursday, Feb. 11.

About M·A·C Cosmetics

M·A·C (Make-up Art Cosmetics), a leading brand of professional cosmetics, was created in Toronto, Canada in 1984 and is part of The Estée Lauder Companies, Inc. The company's popularity has grown through a tradition of word-of-mouth endorsement from makeup artists, models, photographers and journalists around the world. M·A·C is now sold in 107 countries/territories worldwide. Follow M·A·C and M·A·C Senior Artists on Twitter @MACcosmetics (twitter.com/maccosmetics), become a M·A·C fan on Facebook (facebook.com/maccosmetics), follow M·A·C on Instagram (instagram.com/maccosmetics), watch M·A·C videos on YouTube (youtube.com/maccosmetics). For a M·A·C location visit maccosmetics.com.

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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For More Information

Wendy Sloan / Kyle Boulia

Kirvin Doak Communications

(702) 737-3100

wsloan@kirvindoak.com / kboulia@kirvindoak.com