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MIRACLE MILE SHOPS CELEBRATES 25TH ANNIVERSARY WITH 25 FUN FACTS

To celebrate Miracle Mile Shops' 25th anniversary on **Sunday, August 17**, the shopping center has gathered 25 fun and unique facts about the Mile. These highlights offer a look into its rich history and how it has grown into a beloved and iconic destination on the Las Vegas Strip.

1. Miracle Mile Shops opened as “The Shops in Desert Passage” as part of the Aladdin Hotel & Casino on August 17, 2000. In May of 2007, the shopping center was rebranded to “Miracle Mile Shops.”
2. The name “Miracle Mile Shops” is not only a reference to the total walking distance of the shops, but it is also a nod to the famous “Miracle Mile” neighborhood in Los Angeles, staying in theme with Planet Hollywood, Miracle Mile Shops’ connecting resort.
3. The property was originally constructed as the Tallyho Hotel in 1962 before it became the Aladdin and Desert Passage.
4. It is 1.2 miles to walk the entire Miracle Mile Shops.
5. As part of its multi-million-dollar renovation, Miracle Mile Shops unveiled more than 35,000 square feet of state-of-the-art LED screens throughout its interior and exterior.
6. Miracle Mile Shops has welcomed nearly 540 million shoppers since opening in 2000.
7. Nacho Daddy has sold over 53,000 scorpion shots since they opened in August 2016 which is nearly 500 shots every month.
8. Before they were rocking arenas, two members of The Killers were rocking day jobs at the Desert Passage (now Miracle Mile Shops). Frontman Brandon Flowers served up meals at the spot that’s now Blondies Sports Bar & Grill, while drummer Ronnie Vannucci Jr. cruised the mall as a pedicab driver.

9. Miracle Mile Shops is home to Topsy Robot, which at the time of its launch, was the very first land-based robotic bar in the nation.
10. Club Tattoo, co-owned by the late lead singer of Linkin Park, Chester Bennington, opened its first Las Vegas location at Miracle Mile Shops. Many celebrities have gotten a tattoo from Miracle Mile Shops' Club Tattoo, including Jonah Hill, Steve Aoki, Slash, Guy Fieri, Chrissy Metz, Simone Biles, and Bennington himself.
11. Since its opening, M·A·C Cosmetics at Miracle Mile Shops has sold nearly 3,600 VIVA GLAM lipsticks. 100% of the proceeds from VIVA GLAM lipstick sales are donated to charity.
12. Las Vegas' largest Victoria's Secret location is inside Miracle Mile Shops.
13. Handcrafted daily in the shop's famous copper kettles, Chicago-favorite Garrett Popcorn Shops has popped nearly 2 million gallons of popcorn since opening at Miracle Mile Shops. It is also the brand's only location in Nevada.
14. Sin City Sindy is Miracle Mile Shops' towering showgirl statue, located in front of the Showgirl Bar and V Theater. Sindy stands 31-feet tall, making her the tallest showgirl on the Las Vegas Strip.
15. Miracle Mile Shops' *Caring, Giving, Changing* donation campaign has been affecting positive change around the valley for over 15 years and has assisted more than 60 nonprofit programs with ties to the Las Vegas community. Nonprofit organizations the *Caring, Giving, Changing* program has supported include Help of Southern Nevada, The St. Baldrick's Foundation, The Vegas Golden Knights Foundation and Communities in Schools of Southern Nevada.
16. In October of 2007, Miracle Mile Shops opened the first H&M location in Nevada, which drew a line of over 600 people for the grand opening.
17. Miracle Mile Shops continues to pay homage to its Desert Passage roots. Even after the latest renovations, the shops still feature a piece of the original ornate flooring, as well as a hanging art piece Miracle Mile Shops had commissioned to match the flooring's design.
18. Many A-list celebrity shoppers have been spotted shopping and dining at Miracle Mile Shops over the years, including Cameron Diaz, Blake Shelton, Nicolas Cage, Sammy Hagar, Rihanna, Britney Spears and more.
19. The sky ceiling by V Theater is 85 feet high or nearly eight stories. The surrounding mountains are 75 feet high.

20. The rainstorm has displayed over 150,000 shows with rain, fog, lightning, and thunder since the property opened.
21. Miracle Mile Shops has been a featured backdrop in many movies such as “21”, “Get Him to the Greek”, “Think Like a Man 2” and more.
22. In 2023, Miracle Mile Shops announced its free 3D projection video show entitled **The Lost City Show**. Running every day from 10am – 11pm on the hour, the show, which is located in front of V Theater, was created with the help of innovative projection mapping technology and 30 projectors, which allows video to envelop any surface and create surreal effects. Visitors can watch fire, water, ice, earth and wind dance across the stone facade of V Theater and the surrounding cityscape.
23. The Rain Show’s sky-painted ceiling was recently restored by local artist Rob Wilkerson. Wilkerson has been involved in the original paintings of some of Las Vegas’ most iconic properties, including the original sky ceiling in Paris Las Vegas.
24. Recently, Miracle Mile Shops got even tastier with the opening of five culinary hotspots: Irv’s Burgers, Carnegie Pizza, Tacotarian, Lobster ME, and Dave's Hot Chicken, located inside Miracle Eats Food Court.
25. There are 12 stores that have been around for all 25 years of the shopping center’s existence: Aldo, Bath & Body Works, Loft, Lucky Brand, Magnet Max, Sephora, Steve Madden, Sunglass Hut, Tommy Bahama, White House Black Market, Wyland Galleries and Victoria’s Secret.

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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 Sephora; QUAY; 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. The exciting new food court, Miracle Eats, is home to a collection of restaurants including Chipotle Mexican Grill, Irv’s Burgers, Tacotarian, Fat Tuesday, Carnegie Pizza, Lobster ME and Dave’s Hot Chicken. 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](#), [X](#), [Instagram](#) and [YouTube](#).

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