

Win a Mississippi Gulf Coast Adventure at Beau Rivage with Live the M life Sweepstakes

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LAS VEGAS, March 16, 2011 /PRNewswire/ -- To celebrate the nationwide debut of its M life loyalty program, MGM Resorts International launched the unequalled Live the M life Sweepstakes, an 11-week contest with once-in-a-lifetime prizes that offer a glimpse into M life member benefits. Serving as the overarching consumer rewards brand for MGM Resorts' properties in Las Vegas, Mississippi and Detroit, M life focuses on experiential rewards, leveraging a collection of amenities no other resort group can offer.

The next prize to be awarded in the Live the M life Sweepstakes is Beau Rivage's Gulf Coast Experience. The winner will get hooked on the Gulf of Mexico as he or she enjoys a full day of off-shore fishing with Beau Rivage's guided Deep Sea Fishing partner. The day's catch will then be prepared in a private dining experience in a gourmet restaurant. The winner also will be pampered in a suite overlooking the Gulf for two nights, with all meals included.

With only three weeks left, Live the M life Sweepstakes continues to give away unparalleled prizes, including the grand prize to be awarded March 28, 2011. All individuals 21 and older can still enter Live the M life Sweepstakes through mlife.com or via the new M life mobile app for smart phones. The remaining two packages and entry deadlines are:

- March 29 – Two Grand Prizes – Build Your Vegas Adventure: Customize your ideal Vegas vacation choosing from the best resorts, restaurants, spas, shows and attractions in the city. Mix and match experiences at ARIA, Bellagio, MGM Grand, Mandalay Bay, The Mirage, Monte Carlo, New York-New York, Luxor or Excalibur. The adventure is yours to create!

Live the M life Sweepstakes already has awarded prizes such as Star Treatment for the American Idol Finale and LA Getaway, Exclusive Access to the World Premiere of Michael Jackson's Immortal World Tour, a Rock Star Weekend In Vegas, Celebrity Chef Culinary Extravaganza and Detroit Tigers Baseball Weekend at MGM Grand Detroit

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For further information: Natalie Mounier, +1-702-737-3100, nmounier@kirvindoak.com