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**BIGHORN BAM CELEBRATES A DECADE OF MIRACLES AT  
A MIRACLE ON EL PASEO SATURDAY, NOVEMBER 18**

**The Shops on El Paseo to Draw Thousands in Support of Local Breast Cancer Survivors**

**PALM DESERT, CA** – (October 27, 2017) -- “A Miracle on El Paseo” will celebrate its **10<sup>th</sup> Anniversary** on **Saturday, November 18, 2017**, thanks to The Shops on El Paseo (TSOEP), the desert’s premier luxury collection of retailers and restaurants who generously sponsors the annual event benefiting BIGHORN Behind A Miracle (BAM).

“A decade ago The Shops on El Paseo and BIGHORN BAM partnered together to support local breast cancer survivors,” says Fred Fern, Managing Partner and visionary developer behind TSOEP. “We can’t think of a better way to launch each season of giving than to provide a platform for philanthropic support of community members who need help and hope.”

The charitable event stretches across two-blocks of the famous El Paseo shopping district and includes luxury boutiques such as Gucci, St. John, Bottega Veneta, Ralph Lauren, Escada, Burberry and many others. These world-renowned designer boutiques and area restaurants celebrate the holiday spirit by donating a percentage of the evening’s sales to BAM.

Outdoor activities include the annual lighting of the 60-foot El Paseo Christmas Tree, gourmet food tastings and refreshments from 20 of the Valley's top restaurants, a 5-story Ferris Wheel, 250 foot zip-line, roller skating rink, and the opportunity to take a picture with Santa. Musical entertainment begins with the popular sounds of Citrus College’s 22-piece dance band, Nightshift, followed by a concert featuring 90’s music legend **Robyn S.** performing on the **City of Palm Desert’s Concert Stage**. Guests are sure to be dancing in the streets to hits like “Show Me Love,” “It Must Be Love” and “Luv for Luv.”

This year’s **Honorary Chairwoman** is the esteemed **Marief Hemingway**, presented by Cambria. The iconic Academy Award nominated actor is also a best-selling author of *Finding My Balance*, adventurer, healthy lifestyle and mental health advocate, an entrepreneur and a much sought after speaker focused on mind-body-spirit optimization and purposeful living.

BIGHORN BAM was established by local resident Selby Dunham who was diagnosed with breast cancer over 12 years ago. A determined survivor from day one, she began her fight with the encouragement of countless friends in the BIGHORN community. She credits this support for making an important difference in her recovery, which in turn, inspired her to found BIGHORN BAM.

“Together we have transformed over 100,000 lives and have made millions of miracles happen,” shares Dunham. “Because of your generosity, lives will be saved, because you care, cancer survivors will live longer, and because of your compassion, cancer patients that need support have it”.

Working with like-minded community members, the team established BIGHORN BAM and created a golf tournament that raises funds for the Eisenhower Lucy Curci Cancer Center and The Pendleton Foundation. With the help of the industrious BAM women, these events have inspired sponsors, golfers, caddies and retailers, to raise more than \$900,000 last season and **\$7.5 million** over the past **10 years**.

“BIGHORN BAM’s incredible dedication to breast cancer patients and families of the Coachella Valley is an inspiration to us all,” adds Fern. “The Shops on El Paseo considers it an honor to sponsor A Miracle on El Paseo, furthering the battle against cancer at one of the finest hospitals in the country, Eisenhower Medical Center.”

To purchase tickets for A Miracle on El Paseo, or to learn more about how you can support survivors through BIGHORN BAM’s fight against breast cancer, please visit [www.BIGHORNBAM.com](http://www.BIGHORNBAM.com) or call (760) 610-8218.

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**The Shops on El Paseo** is the desert’s premier luxury shopping and dining destination located 15 miles from Palm Springs, California and easily accessible from Los Angeles, Orange County and San Diego. With 360 degrees of majestic vistas, The Shops on El Paseo is the desert’s world-class oasis of style and luxury. Complimentary valet parking is available on both sides of El Paseo, between Highway 74 / Monterey and Ocotillo, in front of Ralph Lauren and Gucci. Ample self-parking is also available behind The Shops on El Paseo and can be accessed via Highway 74, Ocotillo and Sage.

**BIGHORN Behind A Miracle (BAM)** BAM is dedicated to providing critical funding needed to help in the diagnosis, treatment, research, services and education for those affected by breast cancer.

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