

***For Immediate Release***



## **Lava Lamp® Introduces New Lava Lamps**

***Tagline: An American Icon Since 1965***

**Elk Grove Village, IL** – Lava Lite® is proud to announce the addition of some exciting new color combinations to its timeless line of Lava Lamps. Watch the different sized blobs collide, flow and split apart as they ooze their way around the glass globe.

The addition of four new lamps with bold and trendy color combinations will be added to the 14.5” Classic Lava Lamp Line: (\$16.99) White Wax/Purple Liquid, Neon Green Wax/Clear Liquid and Neon Blue Wax/clear liquid. A 17” Purple Wax/Blue Liquid is also being added to the Designer line, this color combo has been popular in smaller sizes and is now available in this “Mega” size and retails for \$24.99.

All these lamps provide soft, relaxing light and will be available for purchase at fine retailers across the country in addition to [www.lavalite.com](http://www.lavalite.com) starting July 1<sup>st</sup>.

### ***About Lava Lite, LLC***

**Lava Lite, LLC** is the international manufacturing company that offers the original shape of cool, the **Lava Lamp**. At 50 years old and based out of Elk Grove Village, IL, **Lava Lite, LLC** holds the US trademark rights to the shape and name **Lava Lamp** and is sold across various distribution channels in US, Canadian, and European retailers. **Lava** products can be found in mass merchants, gift and specialty stores, warehouse clubs, and various online retailers. Just turn it on—ENJOY! For more information, please visit [www.lavalite.com](http://www.lavalite.com). We are social, come hang out with us.



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