

For Immediate Release



Lava Lamp® Introduces New Fun Lamps

Tagline: An American Icon Since 1965

Elk Grove Village, IL – Lava Lite® is proud to announce the addition of two new 10” lamps to its Party Category of products. These two lamps: The Blizzard and the Whirlwind offer a portable battery operated versions of Lava Lamps most popular fun lamps. Both lamps have color phasing LEDs which phase from red to blue to green and provide great design elements to the lamp! The Blizzard offers captivating blizzard action in our Lava shape while the Whirlwind has 360 degrees of swirling glitter action.

The Blizzard and the Whirlwind retail for \$16.99 and are perfect for dorm rooms, parties and more! The Blizzard and Whirlwind will be available for purchase at fine retailers across the country in addition to www.lavalite.com starting July 1st.

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. We are social - come hang out with us on: Facebook, Instagram, Pinterest or follow us [@LavaLamp](https://twitter.com/LavaLamp) on Twitter.



For media inquiries, please contact Rhonda Robinett at 773.206.2726 or rrobinett@lavalite.com