

For Immediate Release



lifespan
brands

Lifespan Brands™ Introduces New 17" LAVA® Lamps

LAVA® Lamp: An American Icon Since 1965

ELK GROVE VILLAGE, IL (August 9, 2016) Lifespan brands™ is proud to announce the addition of three new lamps to its line of 17" LAVA® lamps.

The **Glitter LAVA® lamp**, with its captivating motion, will add a beautiful touch to any décor. This lamp features a gold painted base and cap with rainbow-colored glitter in clear liquid for an extreme glitter look, which starts instantly swirling around the globe when switched on.

The **Rainbow LAVA® lamp** spreads color and cheer! The hand-painted rainbow base and cap match perfectly to the rainbow of the multi-colored glass globe as the white wax passes through the moving lava, absorbing the different colors and changing tone. The beautiful rainbow lamp will bring color and a relaxed, happy vibe to any room.

The **Travel Decal LAVA® lamp** is perfect for people who love to travel. The sophisticated looking travel decals on the base and cap will make you want to grab your passport and go see the world!

The 17" LAVA® lamps retail for \$24.99 and provide soft, relaxing light. All are exciting additions to the timeless LAVA® lamp line. These lamps will be available for purchase at fine retailers across the country in addition to www.lavalamp.com starting August 15th.



About lifespan brands™

lifespan brands™ is the international manufacturing company that offers a wide range of products including: LAVA® lamps, party products, novelty lighting and bathroom scales. Now over 50 years old and based out of Elk Grove Village, IL, **lifespan brands™** holds the US trademark rights to the shape and name **LAVA® lamp**. Their products are sold across various distribution channels in US, Canadian and European retailers. For more information, please visit www.lavalamp.com.

For media inquiries, please contact Tami Craig at 630.496.6618 or tcraig@lifespanbrandsco.com