

For Immediate Release



Lifespan Brands™ Introduces New Novelty LAVA® Lights

LAVA® Lamp: An American Icon Since 1965

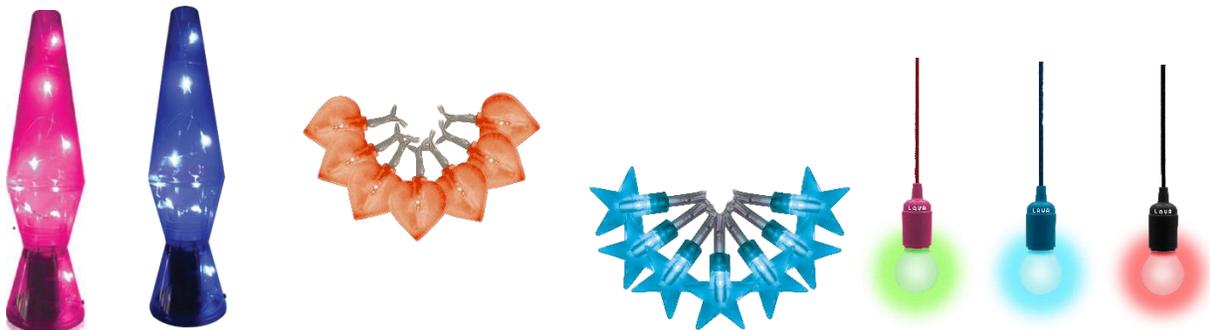
ELK GROVE VILLAGE, IL (August 9, 2016) Lifespan brands™ is proud to announce the addition of LAVA® String Lights, LED Twinkle Lights and Pull Lights to its Novelty line of products.

Twinkle Lights: Watch the twinkling, white LEDs shine from a mini, transparent LAVA® lamp in pink or blue. Powered by battery, you can take these lights on the go to twinkle wherever you want.

String Lights: Illuminate your room, locker or other space with the Lava® 12 Count String Lights. These lights come in star and heart shapes, and change between 7 bright colors (blue, green, yellow, orange, red, purple and pink). The string lights automatically change color through one, two and multiple colors! They are battery operated and run on 2 AA batteries for easy on-the-go fun. The lights are evenly spaced out on a 60-inch cord and are for indoor use only. The LAVA® plastic string lights add fun to any space!

Pull Lights: Easy to hang and perfect for your closet, locker or as a decorative light in any room! Just pull on the light bulb to turn it on and watch the color change from red to green to blue. The pull light comes in pink, blue or black.

LAVA® String Light 2-Packs retail for \$19.99. Twinkle and Pull Lights retail for \$9.99. They provide soft, relaxing light and are exciting additions to the timeless LAVA® lamp line. LAVA® String Lights and Twinkle Lights are now available for purchase at fine retailers across the country in addition to www.lavalamp.com. Pull Lights will be available 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