

***For Immediate Release***



## **Lava Lamp® Introduces Mini Party Lights**

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

**Elk Grove Village, IL** – Lava Lite® is proud to announce the addition of three new mini party lights to its Party Category of products. These three lamps: The Mini Beacon Light, The Mini Mirror Ball and the Mini Disco Ball are portable lights for your party on the go! All three have LED lights for a big light effect and offer 360 degrees of rotating action.

The Mini Beacon, Mini Mirror and Mini Disco retail for \$9.99 and are perfect for any party and are battery operated for easy placement and use. They 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 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](mailto:rrobinett@lavalite.com)***