

For Immediate Release



Lava Lamp® Introduces The Lava Squeeze

Tagline: An American Icon Since 1965

Elk Grove Village, IL – Lava Lite® is proud to announce the addition of the Lava Squeeze to its Specialty Line of products. The Lava Squeeze is a new twist on the iconic Lava shape. There are even blobs added to the back so it looks like a Lava Lamp. The soft-rubber material is in a clear translucent blue and it has squeezable on/off functionality with an LED light that illuminates the immediate space around you. It can be mounted to the wall or used on a table.

The Lava Squeeze retails for \$21.99 and has a 1 hour timer and batteries which make it the perfect portable nightlight. The Squeeze will be available for purchase at fine retailers across the country in addition to www.lavalite.com starting August 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.



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