



lifespan
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Lifespan Brands™ Launches Lava Insiders™ Rewards Program

Lava® Lamp: An American Icon Since 1965

ELK GROVE VILLAGE, IL (July 26, 2017) Lifespan brands™ is excited to announce the launch of its new loyalty rewards program for Lava® lamp collectors: Lava Insiders™. The club is the perfect place for people to gain access to exclusive Lava® lamps, special contests, free birthday gifts, pre-sales, prizes and more. Lava Insiders™ members will also earn points, or “blobs,” for each dollar they spend on the www.lavalamp.com website that they can use for big discounts on future purchases. The program is FREE; simply shop like you always do and get rewarded for it!

“We are thrilled to be giving Lava® lamp enthusiasts this great opportunity to save money on the products that they love,” said Jennifer Courington, Vice President of Marketing & Product Development. “We think Lava Insiders™ will be popular among seasoned fans who have been building their collections since the 60s as well as the younger generation of Lava® lovers who are just starting to collect. We are excited to offer limited edition Lava® lamps that they can’t buy anywhere else, making their collections even more special. It’s a way to reward our loyal customers and create lasting relationships.”

Those wishing to join the FREE Lava Insiders™ collector’s club can visit <http://lavalamp.com/be-an-insider/>.



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