

For Immediate Release



Iconic Lava Lamp® Turns 50!

Tagline: An American Icon Since 1965

CHICAGO, IL – In 2015, the ubiquitous 1960’s pop culture icon celebrates its 50th Anniversary! This year marks a half-century of **Lava® Lamps** in the United States, which has been featured in countless TV shows, movies, magazines and more. In honor of its golden anniversary, the ever-popular “original shape of cool” has created a limited edition 50th collection for its fans!

Lava Lite has created 4 limited edition 50th Anniversary lamps: 14.5” (\$19.99), 17” (\$29.99), 16.3” (\$39.99), and 27” Grande (\$119.99). The lamps have premium features included: gold painted base & cap, embossed 50th anniversary logo on the base, certificate of authenticity, and either an easy-access switch on the base or a dimmer switch, depending on the size of the lamp. The collection will be available for purchase at fine retailers across the country in addition to www.lavalite.com starting July 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 or follow us at [@LavaLamp](https://twitter.com/LavaLamp) on Twitter and Facebook or [@LavaTheOriginal](https://www.instagram.com/LavaTheOriginal) on Instagram.



For media inquiries, please contact Rhonda Robinett at 773.206.2726 or rrobinett@lavalite.com