

Calling all Beatles Fans!

It's time to chill out with Lava Lite's Beatles and Yellow Submarine themed Lava Lamps!

Lava Lite, LLC is excited to be partnering with **Apple Corp. Ltd.** in 2015 to bring fans of **The Beatles** and **The Beatles Yellow Submarine** the newest additions to **Lava Lamps** line of iconic products. The partnership was brokered by Bravado International, The Beatle's North American licensing agent.

"The partnership between **The Beatles** and **Lava Lite** is a natural union, as both came about in the Sixties, however, have remained timeless to fans and continue to gain new audiences," said Clay Farnsworth, president and CEO of **Lava Lite, LLC**. "We're very excited to launch the **Beatles and Yellow Submarine themed Lava Lamps** for people to collect, celebrate, and commemorate both brands. The timing couldn't be more perfect as **Lava Lite** celebrates its 50th anniversary this year."

The Beatles Lava Lamps will feature designs inspired by the albums **Help!**, **Rubber Soul**, **Sgt. Pepper's Lonely Hearts Club Band**, **Magical Mystery Tour**, as well as a series based on their timeless animated classic **Yellow Submarine**. The **Lava Lamps** will also have premium features and embellishments such as full color decals with album cover artwork, **Beatles** and album logo silk-screening, and multi-colored, hand-painted glass globes. Standing at 14.5" tall and filled with 20 oz. of either glitter or **Lava**, these lamps will truly rock & roll.

The Beatles Lava Lamps will be available September 1st. Priced at \$29.99, select lamps will be available in-store at various specialty retailers, and the full collection can be purchased at www.lavalite.com.

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 shops and warehouse clubs. Just turn it on—ENJOY!

For more information, please visit www.lavalite.com.



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