

For Immediate Release



Lava Lamp® Introduces Rainbow Glitter Lamp

Tagline: An American Icon Since 1965

Elk Grove Village, IL – Lava Lite® is proud to announce the addition of the 14.5” Rainbow Glitter Lamp to its Designer line of Lava Lamps. This beautiful Lava Lamp, with its captivating motion will add a designer’s touch to your décor. This lamp, with its gold tone base and cap features rainbow-colored glitter in clear liquid for an extreme glitter look which starts instantly swirling around the globe when switched on.

The Rainbow Glitter Lamp retails for \$19.99 and provides soft, relaxing light and is an exciting addition to the timeless Lava Lamp line. This Rainbow Glitter Lava Lamp 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. 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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