

# 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 50<sup>th</sup> 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 1<sup>st</sup>. 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](http://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](http://www.lavalite.com).



For media inquiries, please contact Rebecca Kussmann  
at [312.203.5302](tel:312.203.5302) or [rebecca@bettiebombpr.com](mailto:rebecca@bettiebombpr.com).