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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](http://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](http://www.lavalamp.com).

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