

The CementBloc's Elizabeth Elfenbein is named an OMMA Online All Star by MediaPost

Written by Australian Business

NEW YORK, Sept. 19, 2013 /PRNewswire/ -- Elizabeth Elfenbein, Partner, Creative, at The CementBloc, was named a 2013 OMMA Online All Star by editors at the MediaPost family of publications. OMMA, the magazine of *Online Media, Marketing & Advertising*, is published by MediaPost.

The award was founded in 2005 "to honor the individuals — media strategists, marketers and creatives — who are the innovators, visionaries and evangelists that any team would want on the front line."

As one of the creative leaders at The Bloc, Elfenbein has spearheaded innovative, award-winning, multichannel ideas for many leading healthcare clients. She is also Editor in Chief of the industry-first publication *Convergent Times*. More recently, she founded :) **fuel** (pronounced Happy Fuel), a social media application that brings together the functional benefits of social media and the aspirational ideal of happiness to create a new, healthier form of media — happy media.

Since launching as an iPhone app at Internet Week New York in May, :) **fuel** has gained a great deal of attention and popularity, and will soon launch a new iteration of the mobile app, along with a Web app, which will provide a more immersive experience.

"Elizabeth is a creative force of the highest caliber," said Jennifer Matthews, Managing Partner at The Bloc. "It's wonderful to see her contributions recognized by OMMA."

"I'm incredibly humbled and honored to be recognized for such a prestigious award," said Elfenbein. "Having a career built around ideas makes me happy, and to be honored in part for a happiness-based social application makes this honor even more gratifying."

Elfenbein and her eight fellow Online All Stars will be honored at an awards luncheon on Monday, September 23

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during the OMMA Global New York Conference at Advertising Week. She will also be profiled in

Online Media Daily

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About The CementBloc: The CementBloc is a leading *healthwellness* communications company based in New York

Founded in 2000 by Susan Miller Viray and Rico Viray

, The CementBloc is also a founding member of Indigenus, the largest independent global network of entrepreneurial healthcare communication companies.

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