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## **CAPA International Education Awarded 2014 MARCOM Awards**

*CAPA is recognized for excellence in creativity by prestigious marketing communications industry organization*

**BOSTON, MA, December 2, 2014** –**CAPA International Education** announced today that its 2014 student magazine was named a 2014 Platinum and Gold award recipient in twelve categories by the prestigious MarCom Awards; the awards recognize both the magazine’s design and copy. Established in 1995, the [MarCom Awards](#) recognize outstanding creative achievement by marketing and communication professionals around the world. This year, the MarCom Awards received over 6,500 entries from seventeen countries; from these entrants, about 17 percent received Platinum awards.

An international education organization, [CAPA](#) provides its study abroad students with distinctive opportunities to explore the culture in which they are studying, using a highly personalized approach. It is this approach that led to a new creative strategy and the development of a study abroad magazine that focuses on student-generated content: study abroad students speaking to other students from their individual and personal experiences while abroad. This creative direction abandoned the traditional approach to study abroad catalogs that often fail to “show” students what it’s really like to study in another country.

“The [2014 CAPA study abroad magazine](#) has given our students a channel through which to share their stories from a very personal place. Each student’s voice tells an intimate story –from the student who bravely navigated London in a wheelchair to the student who unexpectedly found a great deal of joy while volunteering in Buenos Aires,” said Vice President of Marketing Dr. Carol Jambor-Smith. “Our strategy was to move away from the tired approach of ‘telling’ students about studying abroad. Through the magazine, we created a new vehicle in which to ‘show’ the study abroad experience firsthand,” she concluded.

“We are grateful to be recognized for our efforts by the marketing and communications industry. This is particularly a timely honor for CAPA as we continue to produce study abroad content that is meaningful to and resonates with today’s college students,” said CAPA President and CEO John Christian.

### ***About CAPA International Education***

Established in 1972, **CAPA International Education** is a trusted global leader in international education. With programs in Buenos Aires, Dublin, Florence, London, Shanghai, and Sydney, CAPA Global Cities programs focus on academic excellence, personalized learning, and cultural engagement that is embedded within each class. CAPA’s curriculum is designed to be culturally enriching, using a tested and proven educational program called *MyEducation* that blends theme-based classroom learning and outside-the-classroom experiential learning opportunities. Through this approach, students are immersed in the culture in which they are studying and are continuously challenged, both academically and personally. Visit [capa.org](http://capa.org) for more information.

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