



FOR IMMEDIATE RELEASE

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**FULL CAPACITY MARKETING RECEIVES COABE PRESIDENT'S PARTNER AWARD
CEO recognized for dedication and impacts in adult education nationally**

ENCINITAS, California—Celina Shands, the founder and CEO at [Full Capacity Marketing, Inc.](#), was awarded the 2025 President's Partner Award by the Coalition on Adult Basic Education (COABE), the leading national organization dedicated to advancing the field of adult literacy.

Full Capacity Marketing is a national consultancy specializing in brand storytelling and strategic communications for those in the workforce, education and entrepreneurship sectors. Celina's agency has partnered with COABE developing multiple national campaigns including [Educate & Elevate](#), [#MoveAheadWithAdultEd](#) and [Behind Every Employer](#) which collectively earned nine global awards, including a Stevie® Business Award for Communications Campaign of the Year. Celina has earned more than 75+ Davey Awards and is a former American Marketing Association's Marketer of the Year.

COABE CEO, Sharon Bonney, said, "Celina leads an award winning firm that has helped many local programs, state associations, and national organizations design exceptional campaigns and services for the field of adult education. Celina's unwavering commitment to bringing in cutting edge resources make her the quintessential partner, and we are honored to award her with the 2025 prestigious President's Partner Award."

Full Capacity Marketing has helped more than 750 workforce and education organizations across the nation build highly effective brands to recruit students and engage employers. COABE is an affiliate partner of their comprehensive course, [The Brand Amplifier](#) which elevates the capacity of organizations to conduct effective outreach.

Shands said, "It is a pure pleasure to support COABE in any way possible; they are always on the cutting edge of helping their members succeed. I gratefully accept this award on behalf of our incredibly talented team."

The award ceremony will take place in Dallas, Texas on March 31, 2025 during the President's Welcome address at [COABE's National Conference](#), Expanding Horizons.

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COABE's mission is to inspire educators so adults succeed and communities thrive. The Coalition on Adult Basic Education provides leadership, professional development and advocacy for 82,000 educators, administrators, and paraworkers in the field of adult education. COABE highlights excellence in the field of adult education by presenting yearly scholarships, incentive grants and prestigious national awards to feature best practices in the field. Learn more at coabe.org, or contact awards@coabe.org