



FOR IMMEDIATE RELEASE

Contact:

Cat Haller, Director of Communications

225-910-0785

challer@girlscoutsnca.org

GIRL SCOUTS OF NORTH-CENTRAL ALABAMA BREAKS GROUND ON GIRL SCOUT DREAMLAB IN VESTAVIA CITY CENTER

BIRMINGHAM, Ala. –February 29, 2024–Girl Scouts of North-Central Alabama (GSNCA) is excited to announce that we have broken ground on the first Girl Scout DreamLab in southeast America! GSNCA’s DreamLab will be located in the Vestavia City Center at 600 Montgomery Highway, Suite 208. When construction is completed, it will be the largest Girl Scout DreamLab in the country at 11,300 square feet.

GSNCA staff and volunteers joined Pylon, our general contractor for this project, on February 1, to officially celebrate the beginning of construction. We took up sledgehammers and began tearing down the building’s old walls to make room for our new space, and we had a great time doing it together! We plan to have a soft opening in June when construction is complete, and we will follow that with a grand opening in July, about which we will provide details in the coming months.

What is a Girl Scout DreamLab?

Girl Scouts of the USA (GSUSA) describes a Girl Scout DreamLab as “an innovative program-based experience center concept designed to enhance the Girl Scout presence in communities and host one-of-a-kind programming for children, families, and Girl Scouts.” The first ever Girl Scout DreamLab opened in Colorado in March of 2023, and GSNCA’s DreamLab will be among the first in the United States to build upon the DreamLab model.

Girl Scout DreamLabs are designed to:

- Bridge the gaps of accessibility by providing an innovative multi-use programmatic experience center, open to community and troop use.

7705 North Lake Drive,
Trussville, AL 35173
800-734-4541



Community Partner



- Increase membership and community engagement, providing inspiring spaces for Girl Scouts seeking in-person connection.
- Deliver a consistent and elevated brand experience across the Girl Scout Movement and improve access to staff for volunteers, troops, and girls.
- Be intentionally curated as modern, engaging, and appealing to reflect the contemporary requirements of today's girl.

What will GSNCA's DreamLab include?

Our new Vestavia City Center Girl Scout DreamLab location will include:

- 6 STEM labs
- Arts section
- Full-scale auditorium (unique to our DreamLab) with state-of-the-art technology
- Meeting space for girls and troops
- Media center equipped for podcast recording, video production, and more
- Mock campsite
- Rock climbing wall
- Multiple huddle stations
- Retail space featuring Girl Scout apparel, accessories, supplies, and more

###

We Are Girl Scouts of the USA

Girl Scouts bring their dreams to life and work together to build a better world. Through programs from coast to coast, Girl Scouts of all backgrounds and abilities can be unapologetically themselves as they discover their strengths and rise to meet new challenges—whether they want to climb to the top of a tree or the top of their class, lace up their boots for a hike or advocate for climate justice, or make their first best friends. Backed by trusted adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them. To join us, volunteer, reconnect, or donate, visit [girlscouts.org](https://www.girlscouts.org).

###

7705 North Lake Drive,
Trussville, AL 35173
800-734-4541



Community Partner

girl scouts 
of north-central
alabama

About Girl Scouts of North-Central Alabama

Girl Scouting gives every girl access to life-changing experiences that inspire her to do something BIG! Girl Scouts of North-Central Alabama is over 11,000 strong across 36 counties in North Central Alabama. For more information, call 800-734-4541 or visit girlscoutsnca.org.

7705 North Lake Drive,
Trussville, AL 35173
800-734-4541



Community Partner