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**FOR IMMEDIATE RELEASE**

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**Girl Scouts San Diego Rolls Out ‘Miss Daisy’**

*The girl-serving nonprofit launches a mobile experience pop-up truck bringing Girl Scouting to communities across San Diego and Imperial counties*

**SAN DIEGO, CA** – **Girl Scouts San Diego (GSSD)** is hitting the road with “**Miss Daisy**,” a brand-new mobile experience pop-up truck designed to bring Girl Scout programs, retail items, a special patch, and interactive opportunities directly to communities across San Diego and Imperial counties. This innovative and inclusive initiative expands access to Girl Scouting, ensuring that more girls can participate in programs that foster a sense of well-being and build courage, confidence, and character.

"Miss Daisy is a game-changer for the organization, our more than 23,000 girl and adult members, and the greater communities we strive to serve," said **Carol M Dedrich, CEO of Girl Scouts San Diego**. "This mobile experience supports our **2024-2028 Strategic Plan** by expanding access to the Girl Scout Leadership Experience and strengthening community engagement through building trust with families in our region. Miss Daisy will make it possible for more girls in grades K-12, families, and volunteers to get a taste of the transformational Girl Scout programs we offer."

Designed and built by **Honeycomb Design & Build**, a San Diego-based construction and design firm, Miss Daisy is more than just a mobile retail space—it's an interactive hub for Girl Scout programs, STEM activities, leadership training, and community engagement. Starting with a 14-foot box truck, Honeycomb designed and constructed Miss Daisy to be a unique offering for GSSD. The retrofit includes elements like a walk-up window, colorful awning, and integrated technology. Miss Daisy is topped off with a signature Girl Scout beret.

"This project is really special to me," said **Ati Williams, founder of Honeycomb Design & Build**. "Designing and building Miss Daisy for Girl Scouts San Diego is about more than just creating a mobile shop; it's about giving young girls a space that inspires them, brings the community together, and helps them grow their entrepreneurial spirit. As a mom of a Girl Scout, I've seen firsthand how powerful these experiences can be. At Honeycomb, we're not just building structures—we're creating opportunities and lasting change."

Miss Daisy will make its debut at the Girl Scouts San Diego Balboa Campus (1231 Upas St., San Diego, CA 92103) on Wednesday, March 26 beginning at 2:30 p.m., with a ribbon-cutting ceremony led Girl Scouts San Diego's CEO Carol M Dedrich. Girl Scout supporters, volunteers, girls, and families can look forward to year-round opportunities to visit Miss Daisy across San Diego and Imperial counties.

To learn more about Miss Daisy's schedule and upcoming stops, visit [sdgirlscouts.org/missdaisy](https://sdgirlscouts.org/missdaisy).

[Download photos and videos here.](#)

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**About Girl Scouts San Diego**

[Girl Scouts of the USA](#) is the nation's preeminent leadership development organization for girls, with a mission of building girls of courage, confidence, and character, who make the world a better place. As one of 111 councils, [Girl Scouts San Diego](#) provides year-round activities and volunteer training for more than 23,000 girls and adults in San Diego and Imperial counties.

**About Honeycomb Design & Build**

Honeycomb Design & Build is a full-service remodeling and construction company specializing in home renovation, interior design, and expert craftsmanship. Founded by Ati Williams, a general contractor, designer, and TV host on HGTV and Netflix, Honeycomb is dedicated to creating beautiful, functional spaces and uplifting communities through purpose-driven design. Learn more at [heyhoneycomb.com](http://heyhoneycomb.com).

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