

March 4, 2019

44th Annual Greater Victoria Flower Count launched today

Get ready to count blooms March 6-13. Garden Conference also announced.

VICTORIA, B.C. – The annual Greater Victoria Flower Count is back for its 44th edition. A light-hearted and fun-filled way to promote Greater Victoria's mild climate and foster community spirit, the Greater Victoria Flower Count brings together people of all ages to count flower blossoms in a friendly competition. This year's count launched this morning in the gardens of Hatley Castle at Royal Roads University, with the official count beginning Wednesday, March 6.

The Greater Victoria Flower Count organizers are pleased to also announce the North American Garden Tourism Conference will be held in Greater Victoria for first time, from November 3 to 5, 2019. This conference is organized by the Canadian Garden Council in partnership with the American Public Garden Association and will be hosted by Gardens B.C. It will bring together delegates from the garden and tourism industries to better understand each other's needs and to grow both industries. The theme of the conference is: Taking Garden Tourism to the Next Level. There will be 22 speakers from the UK, Scotland, South Korea, Italy, the USA and Canada sharing their experiences and expertise.

In February or March of each year, Greater Victoria Flower Count organizers announce a "challenge" to communities around Greater Victoria to be the "Bloomingest" community. Last year's Greater Victoria Flower Count saw 3.4 billion blossoms counted across Greater Victoria, with the City of Colwood winning first place as the "Bloomingest" community for the fifth straight year.

The idea behind the count is to showcase Greater Victoria's mild climate to the rest of Canada. As much of the country is still experience freezing temperatures in February and March, Greater Victoria's flowers are blooming in temperatures that often reach ten to 15 degrees Celsius (up to 60 degrees Fahrenheit).

Elementary school participation in the Greater Victoria Flower Count is an important part of bringing the community together each spring. Grade four and five students are encouraged to submit entries, with the winning class awarded a trip by L.A. Limousines to The Butchart Gardens. Last year's winner was Ecole John Stubbs Memorial, with a count of 1.8 billion blooms.

Flower counts can be submitted by the general public at www.flowercount.com. The count also can be followed from March 6 to 13 on social media through Facebook, Twitter and Instagram (@FlowerCount).

Worried all the flowers will be too hard to count? Participants can use these shortcuts to estimate the number blossoms.

- A small tree full of blossoms equals 250,000 blossoms.
- A mid-sized heather bush has 1,000 blossoms.
- Trees fully in bloom count for 750,000 blossoms.

The number of blossoms counted will be attributed to your community.

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Sponsorship:

The 44th annual Flower Count is proudly supported by Destination Greater Victoria, The Butchart Gardens, Gardens BC, Black Press, Used Victoria, Greater Victoria Chamber of Commerce, CHEK, John Overall and Ocean 98.5.

Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) is our region's official, not-for-profit destination marketing organization working in partnership with nearly 1,000 businesses and municipalities in Greater Victoria.

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