

March 2, 2020

45th Annual Greater Victoria Flower Count to Run From March 4-11, 2020

VICTORIA, B.C. – The annual Greater Victoria Flower Count is back for its 45th 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.

In February or March of each year, Greater Victoria Flower Count organizers announce a "challenge" to communities in Greater Victoria to be the "Bloomingest" community. Last year's Greater Victoria Flower Count saw 44 billion blooms counted across Greater Victoria, with the city of Victoria winning first place as the "Bloomingest" community.

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).

An important part of bringing the community together for Greater Victoria Flower Count involves elementary school participation. 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 Cordova Bay Elementary School, with a count of over 13 billion blooms.

Flower counts can be submitted by the general public at www.flowercount.com. The count also can be followed from March 4-11, 2020 on social media through Facebook, Twitter and Instagram (@FlowerCount). There are several shortcuts participants can use 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. Submissions will be accepted from 8 am on March 4 to 5 pm on March 11.

A new initiative this year is participation through public Instagram accounts by tagging related garden and floral posts with #FlowerCount. Those posting using the hashtag will be entered to win one of admission for two to The Butchart Gardens as well as an assortment of flower seeds, or admission, afternoon tea for two to The Butchart Gardens and an assortment of flower seeds. The contest will begin at 8 am on March 4, 2020 and close on at 4 pm March 11, 2020. Two winners will be selected at random from all eligible entries. Winners will be notified via email on or before March 16, 2020.

Sponsorship:

The 45th annual Greater Victoria 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.

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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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