

March 1, 2021

46th Annual Greater Victoria Flower Count to Run From March 3-10, 2021

VICTORIA, B.C. – Announced today at Abkhazi Garden, the annual Greater Victoria Flower Count is back for its 46th edition. A light-hearted and fun-filled way to promote Greater Victoria's mild climate and foster community spirit, the Greater Victoria Flower Count sends people of all ages outdoors 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 almost 46 billion blooms counted across Greater Victoria, with Saanich winning first place as the "Bloomingest" community.

"Destination Greater Victoria has partnered with the Chamber for several decades on Flower Count" said Paul Nursey, CEO – Destination Greater Victoria. "Flower Count is an important tradition as we welcome warmer, longer days and blooms to with our wonderful quality of life in Greater Victoria. This year instead of poking fun and bragging about our climate - having good natured fun with the rest of Canada - we are sending our love and appreciation. Spring will be on their doorsteps soon as well, and we hope that 2021 will be a year of healing. We know that Canadians will be keen to visit Greater Victoria again soon, when health orders permit, and it is safe to do so."

"This year's Flower Count is a good reminder about taking time to enjoy this beautiful region we call home" said Bruce Williams, CEO – Greater Victoria Chamber of Commerce. "It's natural to feel anxious right now. We can almost see the end of the pandemic but we're not quite there yet. Stopping to safely appreciate the natural beauty of our community in bloom is a great way to support our emotional well-being and reassure ourselves that spring is on its way. For our friends and family across Canada, each blossom counted will be part of a virtual get-well bouquet shared Coast to Coast with a reminder that we are all in this together."

The goal of Greater Victoria Flower Count is normally to bolster community pride and increase awareness of Greater Victoria as an attractive shoulder-season tourism destination and an incredible place to work, live and play. Due to the COVID-19 pandemic this year is unique. The organizers' goal in 2021 is to spread spring cheer to the residents of Greater Victoria and encourage them to count blooms in their communities. This is a great time to explore Greater Victoria safely. Furthermore, part of the promotion is to use the Greater Victoria Flower Count to share a virtual bouquet with the rest of Canada during this time of challenges, remind them spring is coming soon and with it a season of rejuvenation.

An important part of engaging the community for Greater Victoria Flower Count involves elementary school participation. Grade four and five students are encouraged to submit entries, with each student in the winning class awarded afternoon tea at Abkhazi Garden. Last year's winner was Ms. Susan Holmes's class at Cordova Bay Elementary School, with a count of 552,306,340 blooms.

Flower counts can be submitted by the public at www.flowercount.com. The count also can be followed from March 3-10, 2021 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 3 to 3:30 pm on March 10.

Like last year, this year there will be participation through public Instagram accounts by tagging related garden and floral posts with #FlowerCount. Those posting using the hashtag will be entered to win a bundle of "garden goodies." Two winners will be selected at random from all eligible entries. Winners will be notified via email on or before March 17, 2021.

Sponsorship and Support:

The 46th annual Greater Victoria Flower Count is proudly sponsored and supported by Destination Greater Victoria, Greater Victoria Chamber of Commerce, Gardens BC, Black Press, Used Victoria, CHEK, John Overall, Ocean 98.5, Abkhazi Garden, The Gardens at HCP, Swan Lake Christmas Hill Nature Sanctuary and Government House.

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.

Greater Victoria Chamber of Commerce (The Chamber) has served Greater Victoria since 1863 by working together to build good business and great community through advocacy, networking, professional development, and innovative services as changing times require. In 2020, the Chamber Champions initiative added a powerful resource to provide leadership and guidance to our organization. Current Champions are: Big Wheel Burger, CHEK News, CIBC, Kinetic Construction, Knappett Projects, MNP, RBC, Seaspans, TELUS, and the University of Victoria. Find out more at VictoriaChamber.ca.

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