

March 11, 2021

Greater Victoria Flower Count Ends with 65 Billion Blossoms Counted

VICTORIA, B.C. – The 46th edition of the Greater Victoria Flower Count ended on March 10, 2021. Community and elementary school engagement were strong, with 65,245,471,605 blossoms counted over the week-long event.

The winner of “Bloomingest” community this year is the District of Highlands, with a total of 30,000,010,397 blossoms counted. The runner-up community this year is the District of Saanich with 23,144,617,119 blossoms counted.

Elementary school participation is a major component of Greater Victoria Flower Count. This year’s winning elementary school class is Ms. Susan Holmes’s class at Cordova Bay Elementary School in Saanich. Ms. Holmes’s class counted 1,029,914,087 blossoms. Their prizes are individual passes to The Teahouse at Abkhazi Garden. Winners of the photo contest draw will be notified by end of day Wednesday, March 17, 2021.

“It was great to see the community come together for Greater Victoria Flower Count during these challenging times” said Paul Nursey, CEO - Destination Greater Victoria. “Our message this year was one of hope, renewal and rejuvenation. We want the rest of the country to know we are thinking of them. When the time is right, we will welcome them to our community again.”

“Congratulations to Highlands and Ms. Holmes’s class for winning their respective Greater Victoria Flower Count contests,” said Bruce Williams, CEO of the Greater Victoria Chamber of Commerce. “All these flowers we have blooming represent the gigantic bouquet we are sending virtually to the rest of Canada. Spring thaw will soon see all Canadians enjoying the start of their own blooming. We’re sending this bouquet as a reminder of that. We are sharing our beautiful blooms and the joy of their splendor and to remind all Canadians that we are in this together. Across Greater Victoria citizens were able to count blooms safely outside with others during the pandemic. All Canadians will be enjoying their own flowers and blossoms soon.”

“The District of Highlands is pleased to be the winner of the region’s annual Greater Victoria Flower Count in 2021” said Mayor Ken Williams, District of Highlands. “Highlands is rural in nature and blessed with an abundance of plants indigenous to our community. Highlanders share a commitment to maintaining the natural environment which allows flowers to flourish across the municipality. Thanks to Destination Greater Victoria, the Greater Victoria Chamber of Commerce and all the flower counters in our beautiful region for sharing this year’s bloom.”

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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