

March 7, 2022

Celebrating 47 years of counting flowers

Can Highlands stay high on the top? Could Colwood reclaim their flower power? Can Metchosin be chosen the new awesome blossom winner? Or will Victoria be victorious again? The 47th annual Greater Victoria Flower Count kicks off March 7.

VICTORIA, B.C. – Announced today at The Gardens at HCP, the 47th annual Greater Victoria Flower Count will take place March 9-16, 2022. This anticipated event promotes Greater Victoria’s mild climate and fosters community spirit by encouraging people of all ages to spend time outdoors and count flower blossoms in a friendly competition. Greater Victoria Flower Count is sponsored and organized by local businesses, Destination Greater Victoria, and The Greater Victoria Chamber of Commerce.

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 over 65 billion blooms counted across Greater Victoria, with Highlands winning first place as the “Bloomingest” community.

The goal of Greater Victoria Flower Count is normally to bolster community pride and increase awareness of Greater Victoria as an attractive destination, as well as an incredible place to work, live and play. As Greater Victoria and the rest of Canada emerges from the COVID-19 pandemic, Greater Victoria Flower Count also reminds us happier days are ahead. Restrictions have eased and people are ready to travel again. The organizers’ goal in 2022 is to spread spring cheer to the residents of Greater Victoria and encourage them to count blooms in their communities, as well as use the Greater Victoria Flower Count to share a virtual bouquet with the rest of Canada.

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. This year, each student in the winning class will be awarded tickets to Malahat Skywalk. Last year’s winner was Ms. Susan Holmes’ class at Cordova Bay Elementary School, with a count of 1,029,914,087 blooms.

Flower counts can be submitted by the public at www.flowercount.ca. The count also can be followed from March 9-16, 2022, 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 a.m. on March 9 to 3:00 p.m. on March 16.

Like last year, this year there will be participation through public Instagram accounts by tagging related garden and floral posts with #FlowerCount. Two winners will be selected at random from all eligible entries. Winners will be notified via email on March 17, 2021.

Quotes:

"As a community organization, Destination Greater Victoria has a role organizing and promoting events local residents enjoy," said Paul Nurse, CEO – Destination Greater Victoria. "This tradition has come to mark the beginning of spring in Greater Victoria. Warm weather and longer days always mean engagement is very strong. It is a good reminder of our positive attributes as a destination as well. People from all over the world come to visit for our natural beauty and relaxed atmosphere. Garden tourism is part of that."

"We encourage people to share our message and images of our flowers and blooms with their family and friends across Canada to remind them about our message of hope and supports, and to remind them about the arrival of their own spring flowers very soon," Chamber CEO Bruce Williams said. "We just happen to be the first blossoming region in Canada."

Sponsorship and Support:

The 47th Annual Greater Victoria Flower Count is proudly sponsored and supported by Destination Greater Victoria, The Greater Victoria Chamber of Commerce, Gardens BC, Black Press, Used Victoria, CHEK, John Overall, Ocean 98.5, The Gardens at HCP, and Malahat Skywalk.

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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BACKGROUNDER

Elementary School Contest Details:

Students in this year's winning class will each receive: A ticket for the full Malahat SkyWalk experience – TreeWalk, Spiral Tower, The Slide and the Lookout – plus seeds from The Butchart Gardens to plant your own flowers for next year's count. (*max. cohort/class size of 30*)

Social Media Contest Details:

Receive one (1) entry by tagging #FlowerCount in related garden and floral posts on Instagram. Multiple entries will not increase chances of winning. Entrant must have a public Instagram account and we must be able to notify the winner by direct message on March 17, 2022.

Note: To be eligible, your Instagram account must be public so we can see that you have tagged #FlowerCount. [See full rules and regulations.](#)

Official hashtag: **#FlowerCount**. If possible: **#ExploreVictoriaLocal**. Tag us on [Twitter](#), [Instagram](#), and [Facebook](#).

Prizing for this year's winner includes: Afternoon Tea at the Pendray Inn & Teahouse, a Spring Basket courtesy of the Horticulture Centre of the Pacific (HCP), including two passes to the Gardens, a jar of HCP Honey, Rock Coast chocolates, Earth's Herbal Tea, and a beautiful handcrafted soap from Rainwater Soap & Candle Co. Value: \$195

Hunting for hidden blooms:

Used.ca will be hosting a contest to "find the bloom" during Greater Flower Count Week. Each day one lucky person (over the age of 19) will be going home with a fabulous prize package packed in a Chamber #ShopLocal bag filled with local goodies including a Goldilocks Goods Dish Towel & Reusable beeswax food wrap, Silk Road Tea Haven Hand Sanitizer, Nezza Naturals organic Forest & Flowers Body Lotion and your very own Destination Greater Victoria reusable water bottle and Greater Victoria Chamber face mask. Value: \$100

Other prizes to be given away as part of Greater Victoria Flower Count include:

- Butterfly Gardens - "Fun One Day Pass" for four people
- Dutch Bakery - Gift Certificate and box of chocolates
- Niche Grocerant - \$50 Gift Card
- Fort Rodd Hill - Annual Pass for two adults