

March 17, 2022

Colwood reclaims Flower Power!

VICTORIA, B.C. – The 47th edition of the Greater Victoria Flower Count ended on March 16, 2022. Community and elementary school engagement were strong with 27,875,292,158 blossoms counted over the week-long event. This is a massive bouquet Greater Victorians are sending to the rest of Canada as COVID-19 pandemic restrictions ease and people begin to travel again.

The winner of “Bloomingest” community this year is Colwood, with a total of 9.64 billion blossoms counted. The runner-up community this year is Saanich, with 9.25 billion blossoms counted.

Elementary school participation is a major component of Greater Victoria Flower Count. This year’s winning elementary school class is Ms. Ashley Close’s class at Prospect Lake Elementary School in Saanich. Ms. Close’s class counted 2.51 billion blossoms. Each student has won an individual pass to Malahat SkyWalk. Winners of the photo contest draw will be notified by end of day Thursday, March 17, 2022.

Quotes:

“Congratulations to Colwood and Ms. Ashley Close’s class on winning this year’s Greater Victoria Flower Count,” said Paul Nurse – CEO, Destination Greater Victoria. “This was a special flower count for the visitor economy. We are welcoming back visitors with open arms and want them to enjoy everything Greater Victoria has to offer. This includes our numerous flowers and gardens.”

“It was great to see our community come together for another successful Greater Victoria Flower Count,” said Bruce Williams – CEO, Greater Victoria Chamber of Commerce. “The blooms were out and residents responded by submitting their counts from across the region. Congratulations to Colwood and Ms. Ashley Close and thank you to our sponsors and prize donors for making it such a great event.”

“Colwood is blooming proud!” said Colwood Mayor Rob Martin. “We’ll be planting a new cherry tree to celebrate our amazing community and the balmy climate we are blessed to enjoy here so that we can continue our (blossom counting) winning ways in the future.”

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, Seaspn, 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:

There were an impressive amount of entries in the social media contest again this year. Contestants each received one (1) entry by tagging #FlowerCount in related garden and floral posts on Instagram. Multiple entries did not increase chances of winning. The winner will be notified by direct message on March 17, 2022.

[See full rules and regulations.](#)

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 hosted a contest to "find the bloom" during Greater Flower Count Week. Each day one lucky person (over the age of 19) went 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, a Destination Greater Victoria reusable water bottle and Greater Victoria Chamber face mask. Value: \$100

98.5 The Ocean radio contest:

Beginning March 9, Greater Victoria Flower Count sponsor Ocean 98.5 held a contest for listeners. Prize giveaways included:

- Butterfly Gardens - "Fun One Day Pass" for four people. Value: \$88
- Dutch Bakery - Gift Certificate and box of chocolates. Value: \$45
- Niche Grocerant - Gift Card. Value: \$50
- Fort Rodd Hill - Annual Pass for two adults. Value: \$22