

**49<sup>TH</sup> ANNUAL GREATER VICTORIA FLOWER COUNT LAUNCHED TODAY**  
**Get ready to count blooms March 6-13**

**Victoria, B.C. (March 4, 2024)** – While other parts of Canada are still in the grips of winter, Greater Victoria is gearing up to promote its milder climate with the 49<sup>th</sup> annual Greater Victoria Flower Count. This year's count launched this morning at Abkhazi Garden, with the official count beginning Wednesday, March 6. The event 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 "counting challenge" to communities in Greater Victoria to become the year's "Bloomingest" community. Last year's Greater Victoria Flower Count saw over 33 billion blooms counted across Greater Victoria, with the Town of Sidney winning first place as 2023's "Bloomingest" community.

An important part of engaging the community during the Greater Victoria Flower Count involves elementary school participation. Grade four and five students are encouraged to count flowers and submit entries. This year, the winning class will be awarded a trip via L.A. Limousines to The Butchart Gardens. Last year's winner was Ms. Jessica Manness' class at Hillcrest Elementary, with a count of 1.56 billion blooms.

Flower counts can be submitted at [www.flowercount.ca](http://www.flowercount.ca). Participants can also follow the count from March 6 to 13 on social media through Facebook, X and Instagram (@FlowerCount). Any floral post using the #FlowerCount hashtag on Instagram earns an entry to win a \$500 gift card towards your own electric bike, generously donated by Pedego Victoria.

Flower Count organizers have also teamed up with sponsor [Used.ca](http://Used.ca) to continue the tradition of the daily Find The Hidden Bloom contest, running from March 6 to 13, 2024. Used.ca will hide a flower on their Victoria pages and share a hint as to where to find it on their social channels. If you find the daily bloom, you gain an entry towards winning a local, sustainable goodie bag valued at \$100 or more.

Worried all the blossoms will be too hard to count? Here are some flower counting tips:

- 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 7:00 a.m. on March 6 to 4:00 p.m. on March 13. The Bloomingest community and the class that counts the most blooms will be announced on March 13 by Ed Bain on CHEK News at 5.

Flower counters are encouraged to share photos of blooms discovered while exploring Greater Victoria with #FlowerCount and by tagging @FlowerCount on Facebook, Instagram or X.

## **Quotes:**

"For almost as long as the tourism board has been around, we've been proud to participate in the Greater Victoria Flower Count," said Paul Nurse, CEO of Destination Greater Victoria. "This event invites locals and visitors to enjoy the outdoors as the weather starts to warm and the days get longer, and it highlights the natural beauty of the region that is part of what makes Greater Victoria a destination of choice."

"Flower Count is a fun tradition that is unique to our region," Chamber CEO Bruce Williams said. "It has evolved over the years, but it continues to be an opportunity to share the joy of springtime in Greater Victoria with other Canadians."

## **Sponsorship and Support:**

The 49<sup>th</sup> Annual Greater Victoria Flower Count is proudly sponsored and supported by Destination Greater Victoria, the Greater Victoria Chamber of Commerce, The Abkhazi Garden (TLC – The Land Conservancy of British Columbia), Used.ca, CHEK Media, Pedego Electric Bikes, The Butchart Gardens and L.A. Limousines.

**About Destination Greater Victoria:** Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) has proudly served as our region's official, not-for-profit destination marketing and management organization for half a century. As we celebrate our 50th anniversary in 2024, we continue to work hand-in-hand with nearly 1,000 businesses and municipalities in Greater Victoria to promote, enhance, and manage our vibrant destination. We look forward to another 50 years of supporting the visitor economy that brings vitality to our region. For more information, visit the Destination Greater Victoria [website](#).

**About Greater Victoria Chamber of Commerce:** Since 1863, The Chamber has served Greater Victoria by working together to build good business and great community for all 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: Acera Insurance, BC Ferries, Berwick Retirement Communities, Big Wheel Burger, Camosun College, CHEK Media Group, CIBC, ColdStar Solutions, H2 Accelerator, Knappett Projects, Mike Geric Construction, MNP, PARC Retirement Living, RBC, Scotiabank, Seaspan Victoria Shipyards, Starlight Developments, TD Commercial Banking, TELUS Business, Times Colonist and the University of Victoria. Find out more at [victoriachamber.ca](http://victoriachamber.ca).

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