

**TOWN OF SIDNEY CELEBRATES VICTORY IN ANNUAL FLOWER COUNT FOR SECOND YEAR IN A ROW
49TH EVENT ENDS WITH A TALLY OF 38 BILLION BLOOMS**

VICTORIA, B.C. (March 15, 2024) – The 49th edition of the Greater Victoria Flower Count ended on March 13 with a multi-billion bloom bouquet. Community and elementary school engagement was strong, with 38 billion blossoms counted over the week-long event.

For the second year in a row, the winner of “Bloomingest” community is the Town of Sidney, with a total of 17.4 billion blossoms counted. The runner-up community this year is the City of Victoria, with 15.9 billion blossoms counted.

Elementary school participation is a major component of Greater Victoria Flower Count. This year’s winning elementary school class is Joanna Lake’s class at Margaret Jenkins elementary school in Victoria. The grade 4/5 class counted 8.049 billion blossoms and has won a special trip via L.A. Limousines to the ultimate floral experience at The Butchart Gardens.

Flower Count is rooted in a tourism promotion started by the Greater Victoria Chamber of Commerce in the 1960s. In those days, a delegation would dress in Victorian-era clothing and hand-deliver daffodils to people in Prairie cities. The publicity stunt generated favourable coverage of our region as a desirable destination. The event shifted in 1975 to having residents count flowers, and the fun but spirited contest continues to this day.

Quotes:

“Sidney’s community pride is in full bloom today,” Sidney Mayor Cliff McNeil-Smith said. “The Town’s extraordinary number of blossoms reflects our residents who put so much care into their gardens, and our Town staff who beautify the parks, downtown business district, and neighbourhood boulevards. All of these efforts help make Sidney a warm and welcoming community.”

“Congratulations to Margaret Jenkins elementary school and Joanna Lake’s class on winning this year’s Greater Victoria Flower Count and counting the most flowers of any other participating classroom,” said Paul Nurse, CEO of Destination Greater Victoria. “With students’ help, we have once again highlighted the natural beauty of the region that is part of what makes Greater Victoria a destination of choice.”

“We’ve had another successful Flower Count, and I think we all welcome the beautiful blooms that are the first signs that spring has arrived in the city with the mildest climate in Canada, as it will soon for the rest of the country,” Greater Victoria Chamber of Commerce CEO Bruce Williams said. “The only thing more impressive than the number of flowers counted, is the enthusiasm and joy this tradition brings to our region. Congratulations to Town of Sidney and the class at Margaret Jenkins elementary school, and thank you to our sponsors and prize donors for making it such a great event.”

BACKGROUND

Sponsorship and Support:

The 49th 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, L.A. Limousines, Malahat Skywalk, Royal BC Museum, Tractor Foods, Varsha Indian Kitchen, and Victoria Butterfly Gardens.

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, Seaspans Victoria Shipyards, Starlight Developments, TD Commercial Banking, TELUS Business, Times Colonist and the University of Victoria. Find out more at victoriachamber.ca.

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