



ANNUAL GREATER VICTORIA FLOWER COUNT CELEBRATES 50 YEARS OF COUNTING BLOOMS

Victoria, B.C. (March 3, 2025) – While much of Canada remains in winter conditions, Greater Victoria is preparing to showcase its welcoming climate with the annual Greater Victoria Flower Count, celebrating its 50th year. This year's event kicked off earlier today at Fairmont Empress, with the official count beginning on Wednesday, March 5. The event is sponsored and organized by Destination Greater Victoria with the generous support of local businesses.

Each February or March, the Greater Victoria Flower Count organizers launch a lively "counting challenge" to communities across the region, inviting them to compete for the title of "Bloomingest" community. In 2024, participants counted over 38 billion blooms throughout Greater Victoria, with the town of Sidney proudly earning the title of the "Bloomingest" community for the second year in a row.

"For 50 years, the Greater Victoria Flower Count has been a celebrated tradition that invites both locals and visitors to immerse themselves in the region's natural beauty," said Paul Nurse, CEO of Destination Greater Victoria. "This event offers a unique opportunity to enjoy our mild climate as spring approaches, while highlighting all that makes Greater Victoria a premier destination to live and visit."

The Greater Victoria Flower Count has a rich history. In the late 1960's, a committee of the Greater Victoria Chamber of Commerce started a promotion called "Victorian Days" tasked with encouraging tourists to visit the region in the winter. It all began with the simple question, "Where else in Canada would you find flowers blooming in February?" In late February, they would visit cities such as Edmonton, Calgary, and Winnipeg, handing out daffodils to the general public, radio stations, and newsrooms.

In 1976, the event expanded to involve locals and create a fun promotional story through the counting of February's flowers. The Greater Victoria Flower Count was born. The first flower count "head office" was in a corner window at Eaton's. Four volunteers staffed the phones, as local residents tallied their blossoms and dialed in with their official counts. The same year, over 130 million blooms were counted. By 1996, with a growing population and more community participation, that figure rose to over 4 billion blooms. In 2010 a new record was broken with 21 billion flowers counted; and then again, another record was reached in 2024 when we tallied just over 38 billion blooms.

In 50 years, Flower Count has evolved from tallying blossoms via telephone to counting flowers online and sharing photos of floral finds on social media. At the heart of it, Flower Count remains the same fun event, true to its core mission: to encourage Canadians out of their winter hibernation to enjoy Greater Victoria's mild climate, the outdoors, and welcome spring.

Elementary school participation is at the core of community engagement during this event. Grade four and five students across Greater Victoria are challenged 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. Lake's class from Margaret Jenkins Elementary, with a count of over 8 billion blooms.

Flower counts can be submitted at flowercount.com. Participants can follow the count from March 5 to 12 on social media through [Facebook](#) and [Instagram](#) (@flowercount). Any floral post using the #FlowerCount hashtag on Instagram earns an entry to win an exciting prize from one of our local sponsors.

Sponsor Used.ca is back to continue the tradition of the daily Find The Hidden Bloom contest, running from March 5 to 12. 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 are entered to win a local prize package.

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 5 to 4:00 p.m. on March 12. The Bloomingest community and the class that counts the most blooms will be announced on March 12 by Ed Bain on CHEK News at 5 and 6. Flower counters are encouraged to share photos of blooms discovered while exploring Greater Victoria with #FlowerCount and by tagging @FlowerCount on Facebook and Instagram.

Sponsorship and Support: The 50th Annual Greater Victoria Flower Count is proudly sponsored and supported by Destination Greater Victoria, Greater Victoria Sport Tourism Commission, Fairmont Empress, The Bay Centre, The Butchart Gardens, LA Limousines, Coast Victoria Hotel & Marina by APA, Used.ca, Victoria Butterfly Gardens, Olde Tyme Candy Shoppe, Irish Linen Stores, Free Spirit Botanicals, Royal BC Museum, Victoria Bug Zoo Inc., Victoria Market Collective, Rogers' Chocolates, Russell Books, Silk Road Tea, Starlite Soap Studio, Tractor Everyday Healthy Foods, Murchie's Tea & Coffee, Milano Coffee, Nezza Naturals, Pro A to Z Host, WEB321, Ocean 98.5, and CHEK News.

Photos: Available for download [here](#).

About Destination Greater Victoria: 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. For more information, visit the Destination Greater Victoria [website](#).

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