

**50<sup>th</sup> GREATER VICTORIA FLOWER COUNT ENDS WITH 44 BILLION BLOOMS**  
**City of Victoria named “Bloomingest” Community in the region**

**VICTORIA, B.C. (March 13, 2025)** – The 50th edition of the Greater Victoria Flower Count ended on March 12 with a multi-billion bloom bouquet. Community and elementary school engagement was strong, with 44 billion blossoms counted over the week-long event.

Claiming the top spot, the community with the most flowers counted this year is the City of Victoria. More than 30.32 billion blooms were tallied (30,328,028,034, to be exact), earning the city the title of “Bloomingest” community. The runner-up community this year is the District of Saanich, with 7.96 billion flowers counted.

Elementary school participation is at the core of community engagement during this event. The elementary school class that counted the most flowers is Ms. Moll’s class at Margaret Jenkins elementary school. The grade 4/5 class counted 11,639,241,508 billion blossoms and has won a special trip via L.A. Limousines to the ultimate floral experience at The Butchart Gardens.

“Congratulations to the City of Victoria and Kate Moll’s class at Margaret Jenkins elementary school for leading this year’s Greater Victoria Flower Count with an outstanding number of blooms counted,” said Paul Nursey, CEO of Destination Greater Victoria. “With students’ participation, we have once again emphasized the natural beauty and mild spring climate that highlights Greater Victoria as a premier destination.”

The Greater Victoria Flower Count began in the 1960s as part of the Greater Victoria Chamber of Commerce’s “Victorian Days” campaign to attract winter visitors. Inspired by the question, “Where else in Canada do flowers bloom in February?” the event expanded in 1976 to engage locals in a fun, promotional flower count—an annual tradition ever since. 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.

To view the full list of flowers counted in each Greater Victoria community, visit [www.flowercount.com](http://www.flowercount.com).

**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.

**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](http://www.destinationgreater victoria.com).

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

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**MEDIA CONTACT:**

Astrid Chang  
Executive Director, Corporate Communications and Community Relations  
250-893-3995  
[astrid.chang@tourismvictoria.com](mailto:astrid.chang@tourismvictoria.com)