



February 20, 2017

Billion and billions of blossoms await your count

The 42nd annual Flower Count kicks off March 6

VICTORIA, B.C. – Please excuse us for borrowing Carl Sagan’s famous phrase when describing Greater Victoria’s late-winter blooms. But as the legendary cosmologist said about the number of celestial objects in our universe, Greater Victoria is famous for its “billions and billions” of blossoms that signal the start of spring on southern Vancouver Island.

The 42nd annual Flower Count runs from March 6 to 12, and, once again, we’re counting on you to help make the rest of the country envious.

If you’re not familiar with this fanciful tradition, every spring, residents and school children use our arborist-approved formula for calculating the number of blooms on our sidewalks, in our yards and throughout our parks and gardens.

Last year, the Flower Count tallied an astronomical 25.9 billion blossoms, and — with our snow melted into memory — the conditions are right for another impressive total once again this year.

“We always enjoy kidding with the rest of Canada, and reminding them that Victoria enjoys the mildest climate in the country,” says Paul Nursey, President and CEO of Tourism Victoria. “It’s fun to celebrate this unique Victoria tradition that dates back to the 1970s.”

The tradition is kept alive through the collaborative efforts of Tourism Victoria, the Butchart Gardens and the Greater Victoria Chamber of Commerce.

You can help make this year’s Flower Count a success by submitting your count at FlowerCount.com. You can follow the count on [Facebook](https://www.facebook.com/FlowerCount), and through [Twitter](https://twitter.com/FlowerCount) and [Instagram](https://www.instagram.com/FlowerCount) (@FlowerCount).

Media Launch:

Members of the media are invited to help launch the 42nd annual Flower Count at noon on Monday, Feb. 27, at Royal Roads University.

When: 12 p.m., Monday, Feb. 27

Where: Royal Roads University in the Italian Garden (next to Hatley Castle)



How do you count so many blooms?

After 41 years, you can bet we have come up with a shortcut for estimating the number of blossoms found throughout Greater Victoria.

- 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

When reporting flower counts, your number will be attributed to your community. Every municipality across Greater Victoria is encouraged to take up the challenge to be the "Bloomingest Community" in the region.

Along with communities, schools (Grade 4 and 5 students) are encouraged to submit entries, with the winning class awarded a trip by L.A. Limousines to The Butchart Gardens.

You can also take part online by searching for blossoms at UsedVictoria.com. Each day of the Flower Count, UsedVictoria.com will hide flowers among its classified ads. Find them and tweet them out to enter a draw for daily prizes supplied by Tourism Victoria members.

The 2017 Flower Count is proudly supported by Black Press, UsedVictoria.com, Ocean 98.5 FM, and CHEK News.

MEDIA CONTACT: Jim Zeeben
Manager, Corporate Communications and Public Affairs, Tourism Victoria
250-414-6976 or 778-677-8342
jim.zeeben@tourismvictoria.com