

March 14, 2017

## **Blossoms enjoy longer than usual winter rest**

### **The 42<sup>nd</sup> annual Flower Count wrapped up March 12**

**VICTORIA, B.C.** – Cooler than average temperatures kept many of Greater Victoria's blooms from blossoming on cue, but school children and residents were still able to show off plenty of civic pride.

The 42nd annual Flower Count ran from March 6 to 12, and more than 182,969,645 blooms were counted.

Colwood led the way among the region's municipalities, reporting 64,410,368 blossoms. Victoria was the runner up, with 30,282,840 flowers within its borders.

Among Greater Victoria schools, Cordova Bay elementary students led the way with 23,418,480 blooms counted.

Those numbers are down from the last two years, though it's safe to say Victoria's reputation for having the mildest weather in Canada is not at risk.

"The Flower Count is always a fun event — but definitely more fun when the weather cooperates," says Paul Nurse, President and CEO of Tourism Victoria. "We do play along with this local tradition, but it's not a formal marketing campaign."

The Flower Count tradition is kept alive through the collaborative efforts of Tourism Victoria, the Butchart Gardens and the Greater Victoria Chamber of Commerce, and is proudly supported by Black Press, UsedVictoria.com, Ocean 98.5 FM, and CHEK News.

For more information, go to [FlowerCount.com](http://FlowerCount.com).

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