



# STUDENTS COUNT IN GREATER VICTORIA!

**42nd Annual Greater Victoria Flower Count March 6 to 12, 2017**

**SCHOOL CHALLENGE - CALLING ALL GRADE 4 & 5 STUDENTS!**

## **What is Victoria Flower Count?**

The Flower Count is an annual light-hearted promotion put together by the Victoria Flower Count Organizing Committee. The goal is to increase awareness of Greater Victoria as an attractive shoulder-season tourism destination. It brings national and international attention to the fact that Victoria ("City of Gardens") and adjoining communities have the mildest climate in Canada. In early March, while the rest of Canada and much of the US is still in the cold clutches of winter weather, Victoria often enjoys spring temperatures of 10-15° Celsius.

## **How Does it Work?**

For one week, the citizens of Greater Victoria count all the blossoms they can find. The results are then reported to [www.flowercount.com](http://www.flowercount.com). For **40+ years**, media across North America have followed Greater Victoria's annual Flower Count, with the final tally proudly announced to all at the end of Flower Count Week.

## **Community Challenge**

Each community across Greater Victoria is encouraged to take up the challenge to be the "Bloomingest Community" of the Greater Victoria area! People reporting flower counts will have their numbers attributed to their community. Whether they live on the Saanich Peninsula or in Sooke, every flower counts, for their own community and for the overall total. The winner of the Bloomingest Community for the third straight year was the City of Colwood, though this year they faced some unexpected and stiff competition from the municipality of North Saanich, which placed second in total number of blooms counted. The City of Victoria took third place.

## **School Challenge**

The class that counts the most blossoms will win a spring trip (March or April) to The Butchart Gardens with transportation provided by LA Limousines. Congratulations École John Stubbs Memorial School took the top spot in 2016 with over 6.7 billion blooms tallied. Deep Cove Elementary was second with 4.7 billion and Quadra Elementary placed third with over 725 million. To submit your class count numbers go to **www.flowercount.com** and click the **SCHOOLS** tab.

## **How Many Blooms Are Counted?**

In 1976, over 130 million blooms were counted. By 1996, with a growing population and more community participation, that figure rose to over 4 billion. 2002 broke all records with an amazing 8.5 billion (yes, that is a "b" not an "m") blooms and a record count last year 25.9 billion flowers were counted all over the greater Victoria area, a function of stellar spring weather and renewed enthusiasm from area schools and students using the count as a class exercise – literally getting out and smelling the cherry blossoms! Now that's a lot of early bloomers!

## **Flower Count Organizing Committee**

This year's organizers are Black Press, Tourism Victoria, The Butchart Gardens, The Chamber, UsedVictoria.com, The Ocean and CHEK.

**For more information about Flower Count visit - [www.flowercount.com](http://www.flowercount.com)**

