



## 45th Annual Greater Victoria Flower Count - March 4 to 11, 2020

### SCHOOL CHALLENGE - GRADE 4 & 5 STUDENTS

The sun has arrived, warmer weather has returned, and hoodies are slowly replacing jackets as early spring arrives in Victoria, BC. Join the fun and get your class outside to practice their counting skills from March 4 - 11, 2020!

#### What is Greater 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 Greater 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, Greater Victoria often enjoys spring temperatures of 10-15° Celsius.

#### How Many Blooms Are Counted?

Year over year the Greater Victoria Flower Count continues to grow in popularity with 3.4 billion (yes, that is a "b" not an "m") blooms counted all over the Greater Victoria area in 2018. With community engagement, early spring weather and renewed enthusiasm from area schools and students using the count as a class exercise to literally getting outside and smell the cherry blossoms, the event creates a fun promotional story through the counting of flowers.

#### 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 at the end of Flower Count Week.

#### School Challenge

The class that counts the most blossoms will win a spring trip (March or April) to Butchart Gardens with transportation provided by LA Limousines. Congratulations to Cordova Bay Elementary School students who led the way with the most blossoms counted in 2019. Use the Student Count Sheet (attached) and submit your class count at <https://flowercount.com/schools/>

#### 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. As you might know from previous Flower Counts, a winning municipality is declared at the end of the count (last year it was Victoria). You are welcome to encourage residents of your community to take part in the count, and challenge your fellow communities in the spirit of a little light-hearted competition.

#### Greater Victoria Flower Count Organizing Committee:

DESTINATION GREATER  
VICTORIA

  
**The Butchart Gardens**  
• OVER 100 YEARS IN BLOOM •  
NATIONAL HISTORIC SITE OF CANADA  
[butchartgardens.com](http://butchartgardens.com)

**THE CHAMBER.**  
[VICTORIACHAMBER.CA](http://VICTORIACHAMBER.CA)

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