



**Destination Greater Victoria #FlowerCount Instagram Contest**  
**OFFICIAL RULES & REGULATIONS**

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**The contest will begin at 7:00 a.m. PST on March 4, 2026 and close at 4:00 p.m. PST on March 11, 2026. One winner will be selected at random from all eligible entries. The winner will be notified via direct message on or before March 20, 2026.**

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED

**1. DATES**

The Contest will begin on March 4, 2026. The Contest will end at 16:00 PST on March 11, 2026 (the “Closing Date”). One winner will be selected at random from all eligible entries. The winner will be notified via direct message on or before March 20, 2026.

**2. ELIGIBILITY**

The contest is open to any Canadian or American resident over the age of 18 years who enters the contest by tagging #FlowerCount in related Greater Victoria garden and floral posts on Instagram.

Misrepresentation of age or residency will disqualify the submission. The following person(s) are NOT eligible to win the contest: (a) employees, members of the Destination Greater Victoria Board of Directors, individuals employed or appointed by the Ministry of Public Safety and Solicitor General, contractors, agents and/or representatives of Destination Greater Victoria, advertising and promotional agencies, from July 1, 2019 onwards; (b) members of the immediate family (defined as a mother, father, brothers, sisters, sons, daughters and husband or wife), or any person with whom they are domiciled, of any individual described in (a); (c) anyone who has won a Destination Greater Victoria contest since June 30, 2019; and (d) anyone residing in a jurisdiction in which contests of this nature are prohibited. Odds of being selected are dependent on the total number of eligible entries received by the Closing Date. The greater the number of eligible entries received, the lower the chances of being selected.

This contest is void where prohibited by law. The contest consists of a random draw and the answering of a skill-testing mathematical question.

**1. SPONSOR**

Greater Victoria Visitors & Convention Bureau (“Destination Greater Victoria”), 200-765 Broughton Street, Victoria, BC V8W 1E2, Canada.

**2. HOW TO ENTER**

Receive one (1) entry by tagging #FlowerCount in related garden and floral posts on Instagram. Multiple entries will not increase chances of winning. Entrant must have a public Instagram account and we must be able to notify the winner by direct message on or before March 20, 2026.

By participating, you agree to abide by and be bound by these Official Rules and the decisions of Destination Greater Victoria, which shall be final with respect to all issues relating to this contest. It is your responsibility to ensure that you have complied with all of the conditions contained in the Official Rules. Destination Greater Victoria is not responsible for telephone, computer,



or network malfunction or error whether technical or human in nature, communication disruption, or other forces beyond the reasonable control of Destination Greater Victoria. Destination Greater Victoria is not responsible for entries that are incomplete, lost, misdirected or destroyed. Destination Greater Victoria reserves the right, in its sole discretion, to cancel or suspend this competition should a virus, bug or any other cause beyond the reasonable control Destination Greater Victoria corrupt the security or proper administration of the competition. Any attempt to deliberately damage any website or to undermine the legitimate operation of this competition is a violation of criminal and civil laws, and should such an attempt be made, Destination Greater Victoria reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

### **3. SELECTION OF WINNER**

One winner will be selected from all eligible entrants by way of a random draw.

### **4. TO BE DECLARED A WINNER**

Before being declared a winner of any prize, the Selected Entrant must have correctly answered a mathematical, skill-testing question and submitted a completed Declaration and Release Form confirming compliance with the contest rules and acceptance of the prize as awarded, releasing Destination Greater Victoria from any and all liability in association with the contest or the prize. In the event that a selected entrant has not been contacted to claim their prize within three (3) days of the last communication attempt (via email, Facebook or phone call), after a minimum of three (3) attempts by Destination Greater Victoria; or does not correctly answer the skill testing question; or if the selected entrant does not otherwise comply with the rules and regulations of the contest, another random draw or draws will be conducted to select a replacement winner in the same manner. The prize will be distributed within sixty (60) days after the prize winner claims his or her prize. The prize will only be given to the confirmed winner. All decisions of Destination Greater Victoria shall be final.

### **5. ARBITRATION AND CHOICE OF LAW**

Except where prohibited by law, as a condition of participating in this competition, contestants and Destination Greater Victoria agree that any and all disputes and causes of action arising out of or connected with this competition, or any claims submitted, shall be resolved exclusively by final and binding arbitration by one arbitrator pursuant to the provisions of the B.C. Commercial Arbitration Act, or any successor legislation that is in effect on the date of the notice to arbitrate. Any hearing will be held in Victoria, BC, Canada. The legal situs of this contest is British Columbia, Canada. The contest takes place in and prizes are awarded in British Columbia. All issues and questions concerning the construction, validity, interpretation and enforceability of the Official Rules, or the rights and obligation of contestants in connection with this competition, shall be governed by and construed in accordance with the laws of the Province of British Columbia and the applicable federal laws of Canada.

### **6. TERMINATION**

Destination Greater Victoria reserves the right, in its sole discretion, to terminate, modify or suspend the contest, or modify the contest rules and regulations at any time for any reason whatsoever.

### **7. ENTRANT'S PERSONAL INFORMATION**

A third-party application is used as the platform for this contest. Destination Greater Victoria is not responsible for any personal information that is willingly provided by contest entrants to the third-party application, although Destination Greater Victoria is taking reasonable steps to help protect this information.



Toll Free: 1-800-663-3883 | Email: [flowercount@tourismvictoria.com](mailto:flowercount@tourismvictoria.com)