



Gloucester Community Engagement & Public Information

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FOR IMMEDIATE RELEASE
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Gloucester Daffodil Festival Celebrates 40th Event with Theme “Anchored in Tradition”

The Gloucester Daffodil Festival proudly celebrates its 40th event on March 28 and 29, 2026 with the theme “Anchored in Tradition,” honoring a legacy that has blossomed for nearly a century. First held in 1938 and organized by the Gloucester Rotary Club and the *Gloucester-Mathews Gazette-Journal*, the festival quickly became a beloved community celebration. Although it was suspended during the 1940s and 1950s and experienced another hiatus in the 1970s, the festival was revitalized in 1987 by a dedicated committee supporting Gloucester Parks, Recreation and Tourism. Today, Gloucester Parks, Recreation and Tourism continue to organize the event, ensuring its lasting place as one of the community’s most cherished traditions.

From its humble beginnings drawing approximately 3,000 attendees, the festival has grown into a regional attraction welcoming nearly 25,000 visitors each year. While deeply rooted in local tradition, the festival attracts guests from across Virginia and beyond. Vendors travel from states such as Pennsylvania, Maryland, and North Carolina to participate in the vibrant marketplace that lines Main Street.

Festival favorites return bigger and better than ever, including the parade, Queen’s Court, Amazing Mutt Show, Living History demonstrations, and a wide array of fine arts and food vendors. The annual festival poster print artist will sign posters in Court Circle, offering attendees a special keepsake of the event. Live music will energize the weekend with Bobby Blackhat performing on Saturday and The Deloreans taking the stage on Sunday. The popular Daffodil Dash 5K returns Sunday morning after a hiatus during the pandemic, welcoming runners back to the streets of Gloucester with an after-party at Gloucester Brewing Company.

This year as a new event, Jack’s Jungle will present an interactive reptile show on the Daffodil Village stage, while a petting zoo will be set up on the lawn of County Building One, adding even more family-friendly fun to the weekend. The Queen’s Court adds a Junior Miss category to celebrate young girls admiring the future goal of Queen.

Anchoring the festival is the Daffodil Show, the largest American Daffodil Society-sanctioned show in the nation. Organizers anticipate more than 3,000 blooms on display in 2026, providing a stunning showcase of award-winning daffodils. In addition to the blooms, visitors can enjoy floral arrangements, photography, and educational exhibits designed to deepen appreciation and knowledge of these iconic spring flowers.

The festival's impact extends throughout the community, with local businesses planning special activities and events to coincide with the celebration. The Gloucester Master Gardeners will offer behind-the-scenes garden tours at Brent and Becky's Bulbs, while The Bulb Shoppe will be open extended hours. The Garden Club of Gloucester and Mathews will partner with Arts on Main to host its annual Kids' Flower Design Workshop and The Fine Arts Museum of Gloucester for a floral arrangement display inspired by its exhibitions. The Main Street Association will host its annual beer garden, expanding to include a Friday Local's Night. Gloucester Brewing Company will also be open extended hours to get the party started early, featuring live music all weekend and the perfect spot to watch Saturday's Parade.

The Gloucester Daffodil Festival is free and open to the public and is pet-friendly for leashed pets. To help alleviate traffic, a shuttle will operate from Gloucester High School throughout the event. Festival hours are Saturday from 9 a.m. to 5 p.m. and Sunday from 12 p.m. to 5 p.m. Limited-quantity festival merchandise will be available at Tucker Park, located on the northbound side of the Main Street circle.

As Gloucester blooms into spring once again, the 40th Daffodil Festival stands as a testament to resilience, heritage, and community spirit—truly anchored in tradition.

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Here, Daffodil Festival 5K Run/Walk finishers are shown in this photo from 2006. After a hiatus, the popular activity returns for the 40th event.