

Paris, February 4th, 2015



Two weeks after it kicked off, Mercure's "The Six Friends Theory" big international casting call is creating a buzz!

Mercure has launched "The Six Friends Theory", an unprecedented worldwide digital operation to check the well-known six-degrees-of-separation theory which claims that we are all only six people away from everyone else on the planet. The international casting call, which kicked off on January 20th 2015, is enjoying huge success on the social networks. More than two hundred Internet users have already submitted their applications to try to win an incredible human adventure!

The aim is to **select a candidate, somewhere around the world, and take him or her to meet an Aboriginal** from the Bundjalung tribe in Australia, and prove that they are only 6 degrees of separation away from each other!

The casting call opened on January 20th and Internet users can take part on the [Mercure Facebook](#) page. The application procedure is simple. Candidates simply have to post a video up to 1 minute long on Facebook, capturing their personality, what they are passionate about, what drives them, their plans, their talents and so forth.

Just two weeks after the launch, Mercure has racked up more than **200 applications** from all the continents (19 countries are represented) and more than **8,000 votes!** The "6 Friends" community on Facebook is growing and has already attracted **7,162,465 visitors** generating more than **100,000 likes** and **2,300 shares**.



The film teaser is also creating a buzz on Facebook and Youtube with a total audience of **4,000,000 views**.

The casting call expires on February 10th 2015 and the results will be unveiled between February 18th and 24th. Candidates should use daring ideas and imagination to distinguish themselves and activate their networks to ensure they secure as many votes as possible.

The prize is a **round-the-world trip** via the Mercure hotel network featuring encounters, discoveries, journeys and brand new experiences!

Link to Mercure's Facebook page: <https://www.facebook.com/MercureHotels>

Link to submit an application: <http://tinyurl.com/lr9sk2r>

A propos de Mercure

Mercure is the midscale non-standardized brand of Accor, the world's leading hotel operator with over 3,600 hotels, 460,000 rooms and 170,000 employees in 92 countries. Mercure hotels share common quality standards and are driven by passionate hoteliers. Whether they are located in major city centers, by the seaside or in mountain resorts, each establishment offers an authentic experience for both business and leisure travelers. The Mercure network spans 707 hotels in 53 countries around the globe, represents a real alternative to standardized or independent hotels, and combines the power of an international network with professional and digital expertise. For more information, visit <http://www.mercure.com>.

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