

Title: Are Ryan Cohen's tweets referencing the BABY division of BBBY?

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Morning everyone,

Looking at RC's recent tweet history, I have a potential theory that he is planning something related to the baby division of BBBY.

It could be something, or I could be completely out to lunch. Regardless, happy Thursday everyone!

...

As we all know, he recently acquired a significant stake in Bed Bath, and sent a letter to their board in a similar fashion to what he had done with GME.

****Interesting snippet from the letter:****

[In his letter to the board of BBBY, Ryan proposed the sale of spin-off of the BABY banner Sidenote - he also suggested it would be worth considering selling the entire business to a well capitalized acquirer...interesting.](<https://preview.redd.it/p4nje6l0kpq81.png?width=1467&format=png&auto=webp&s=a5597b5859c96c5478f5a5c1da0d8a21d711d289>)

He suggested a full or partial sale of the BABY division. He also mentioned spinning of shares of BABY to transfer value to shareholders... *****Hmmm, what about spinning off shares of GME Entertainment to transfer value to apes?*****

****Now let's dive into some of his tweets that would support this theory:****

[There's no doubt this tweet was directly related to his 100k share purchase of our beloved GME. However, is it possible that the meaning extends beyond that? He said they should sell off the baby banner and spoke to it's potential...is he putting his money where his mouth is here too?](<https://preview.redd.it/fzw7lqo8kpq81.png?width=897&format=png&auto=webp&s=bf994b2a6abe369731f176394c8389b3c6efa340>)

[We all know about his Chewy background, which could explain the animals part. Referencing children and animals together in the same tweet can create a correlation between them, signaling his intentions to follow the same type of path for both. \\\"At all costs\\\"....is he ponying up the big bucks?](<https://preview.redd.it/p6x8w6tdkpq81.png?width=904&format=png&auto=webp&s=809a65cda5fbf30ff207103d2520899400a794d1>)

[Ryan was supposed to be retired after Chewy, but he just can't help himself! At GameStop, he opted for the Chairman role rather than CEO, what's his plan now though? Is he signaling his intention to officially come out of retirement, potentially taking an active role in leading the baby business?](<https://preview.redd.it/u4d6o48hkpq81.png?width=889&format=png&auto=webp&s=2cbc2d101b312aa918c6f31e696a5df5d83bb489>)

What do you all think?