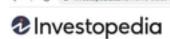
Title: From Investopedia: AUG 2020 "Ryan Cohen posted to the subreddit explaining why shares of brick-and-mortar video game retailer GameStop Corp. (GME) could be a good bet."

Author: Pettyofficervolcott

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GameStop: The First Meme Stock

In August 2020, an activist investor named Ryan Cohen posted to the subreddit explaining why shares of brick-and-mortar video game retailer GameStop Corp.

(GME) could be a good bet. [1] This was picked up by an r/wallstreetbets user known as The Roaring Kitty (whose real name is Keith Gill), who posted a video that would become viral laying out the case for how GME stock could soar from \$5 to \$50 per share. In the video, he explained that the stock had among the highest short interest in the market, largely with short positions held by hedge funds—and that these funds would need to cover their positions in the event of a massive short squeeze, driving the stock much higher. The stock ended the year at around \$20, a 4× increase from the price at the time of Cohen's and Gill's posts.