Title: Interesting Entrepreneur article talking about why GME is rising so fast.....■■■■■ Narrative shift?

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## Why is GameStop Stock Up?

GameStop has the wind at its back thanks to a general market uptrend buoyed by a collective sigh of relief around the Fed's first interest rate hike since 2018. Despite the Russia-Ukraine conflict raging on, a building 'buy-the-dip' mentality has fueled a pronounced bounce in some of the hardest hit names—including several meme plays.

But there's more to the story. Much of the climb seems to be at the hands of short sellers who are cashing in on their bearish bets by buying back GameStop shares. There may be more where that came from considering short interest still represents approximately 20% of the float. Many that are still holding short positions may be feeling the pressure to buy in fear of another moonshot spike.

GameStop's nine-day winning streak also relates to the company's March 17th fourth quarter earnings release. Although the 6% top line growth was nothing to get excited about, management helped stoke the fire by giving a bright 2022 outlook tied to its newfound NFT Marketplace ambitions and plans to evolve into a one-stop modern technology shop rather than a simple media retailer.