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Nintendo of America's new president is named Bowser, and everyone is making the same jokes (NTDOY)

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Feb 22, 2019(The Business Insider: <http://www.businessinsider.com/> Delivered by Newstex) **Nintendo** Doug Bowser will be the president of **Nintendo** of America, taking over for Reggie Fils-Aime, who will retire on April 15. Bowser, also known as King Koopa, is also the name of the iconic villain at the center of **Nintendo's** "Super Mario" franchise. As news of Bowser's promotion broke, fans joked in unison that Mario's archnemesis had finally seized control of the company. **Nintendo** of America is getting a new president in April, but his name is already familiar to the company's millions of fans. Doug Bowser, **Nintendo** of America's next president, shares a name with Bowser, the archnemesis of **Nintendo's** mascot Mario.



Kevin Webb. Nintendo of America's new president is named Bowser, and everyone is making the same jokes (NTDOY). The Business Insider, February 22, 2019 Friday. <https://advance.lexis.com/api/document?collection=news&id=urn:contentitem:5VGH-2TP1-JCMN-Y17J-00000-00&context=1516831>. Accessed February 22, 2019.

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