

Pinky Kravitz plaque installed outside Boardwalk Hall Wednesday

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The man whose nickname was “Mr. Atlantic City” now has a permanent spot on the resort’s boardwalk.

A plaque of the late Pinky Kravitz was installed Wednesday at Kennedy Plaza outside of Boardwalk Hall, right next to the famous Miss America statue tourists always gather around to take pictures.

“Now Pinky has a great view of Boardwalk Hall,” said Longport Media President Dave Coskey.

The plaque was first unveiled a year ago, Coskey said, but coordination like state property, municipal property and other factors halted the official installation until Wednesday. Payment for the plaque was done by the Scultz-Hill Foundation of Atlantic City and Chester’s Plants and Flowers in Atlantic City paid for the stand for the plaque to sit on.

Kravitz’s radio show, “Pinky’s Corner” began on WOND in 1958, a part-time project for the Atlantic City High School teacher. The two-hour talk show was broadcast for a record 57 years, until Kravitz took his first-ever sick day in May 2015. After undergoing heart surgery and a lengthy recovery, Kravitz died Oct. 31 of that year, at age 88.

Along with one of the longest-running radio programs, Kravitz also hosted a weekly talk show on WMGM-TV 40 and was a columnist for The Press of Atlantic City.

Coskey said it was nice to see the plaque finally installed.

“There aren’t many people over our lifetime who gave their lifetime to promoting the city like Pinky, so it’s a nice tribute to him,” Coskey said.