



Boardwalk Report

BY JOSH KINNEY

The legendary two miles from 16th Avenue in North Wildwood to Cresse Avenue in Wildwood Crest has always cast an ever changing shadow of creativity along the beach. Home to the world's largest seaside amusement park, the unrivaled character of the Wildwood Boardwalk has once again advanced its distinctiveness. Between the length, amusements, retro and modern mixed styles and the tram car, there's no other place quite as unique.

The fact is: the boardwalk is filled with rich history. Using new technology, the boardwalk will be broadcasting that history throughout its sound system this summer with "Wildwood Fun Facts." Patrick Rosenello, overseer of the Boardwalk Special Improvements District Management came up with the idea and worked over the winter along with the Wildwood Historical Museum to create over 40 facts about the Wildwoods. Each fact was professionally voice recorded and will be announced randomly throughout the day and night over the Boardwalk sound system. "We are using them as a means to bring the Wildwoods Music History to a new generation of visitors to the Wildwoods," said Rosenello. Preserving the heart-stirring start to your day on the 'boards' is Kate Smith's rendition of God Bless America that has proudly taken back her place right after the National Anthem during the morning announcements. Immediately following her for a fantastic trio is Bobby Rydell's Wildwood Days, preserving and reminding people of Wildwood's rich doo wop history.

Speaking of rich history...

Amid the undeniable aroma of funnel cakes, fresh Curley fries and Jumbo shrimp, nothing screams summer like the unmistakable "Watch the tram car please" recording coming your way. Although many amusements are designed to be temporal and purposely quick to change, "Every now and then an object of fantasy can be so timeless that to eliminate it would be almost criminal, or at least a crime against culture. Great wooden roller coasters, carousels, NYC taxis - and yes, the Wildwood tram car - are all in that category," said Jack Morey.

"I might be a little biased, but I think the tram is the defining icon of the Wildwoods," said Rosenello, "It's our San Francisco trolley," except with a seashore celebrity persona and an unforgettable voice. Literally.

The Boardwalk is classic yet new at the same time. So what's new at the Boardwalk? Well, the Morey's recipe of a collaboration of creative fun people has introduced it. "It" is an awesome ride, and "It" launches its riders 65 feet in the air. "It's" the latest ride at Morey's piers and "it" will be sure to draw crowds to the Surfside pier who are brave enough to ride "it." With a swinging motion up to 120 degrees and a rotating center, this 24 passenger claw like thrill monster has made its home here on our boardwalk.

Already handled "It?" More secrets have been revealed about 'The Ghost Ship' that mysteriously washed up on the boardwalk last summer. Rumor has it that some of the mutated zombies that were once confined by cages have broken free. The new scare show featuring fresh professionally designed costume and make-up schemes, lighting and acting changes as well as physical alterations to the ship's interior maze will be sure to take the terrifying experience one step further into the abyss and intensify an already spooky voyage.

Where are you sure to find everything Wildwood under one roof, both new and old? Michelle Rutkowski has opened the Five Mile Marketplace, a 5000 sq. ft. store in front of the NEW Boardwalk Central Pier. Buzzing with activity, the new marketplace offers hundreds of Wildwood gifts with a personal touch. A Wildwood native, Rutkowski recants her own Wildwood Boardwalk experience in one unique store that really captures the island from a genuine perspective years in the making.

The Boardwalk is Wildwood's place of ongoing zest and excitement, both old and new, with imaginative and likeminded people surfing on the same wave length, directing its wooden pathway and advancing its matchless character.