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Jeannie Rivkin



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Jeannie Rivkin Obituary

The San Diego community recently lost one of its most generous residents with the January 2nd passing of Jeannie Rivkin. She was 94.

Jeannie was born in Wisconsin in 1929, the daughter of Jessie and A.B. Polinsky. She graduated from Northwestern University in 1951 and shortly thereafter married Arthur Rivkin from Minneapolis. Theirs was a union that would last 72 years and yield two surviving children along with five grandchildren.

In 1959, the family settled in San Diego and purchased the Coca-Cola Bottling Company, then located on El Cajon Blvd and third in a market of three. After 23 years of hard work and perseverance, the company, by then a market leader with 500 employees, was sold to Beatrice Foods. Thereafter, Jeannie and Arthur embarked on a life of travel, philanthropy, and entrepreneurial undertakings.

They were major supporters of many San Diego charities, including KPBS, the United Way, Sharp Hospital, and the Old Globe Theatre. She was also instrumental in the founding of the San Pasqual Academy and Promises2Kids, both San Diego institutions that benefit foster youth. Over the years, dozens of other community organizations also benefited from the Rivkin Family Foundation's largesse, including UCSD which recently named its gleaming new lecture hall "The Jeannie" in her honor.

In their later years, Jeannie and Arthur spent considerable time in the Coachella Valley, at one point owning several radio stations including the industry-leading KPLM. They had many friends and their generosity extended to Eisenhower Medical Center among other desert entities.

Jeannie was predeceased by her husband who died in 2022. Services are private and in lieu of flowers the family suggests donations to the Guardian Scholars program at

Promises2Kids. Her death represents a symbolic passing of the torch to a younger generation that hopefully will become as community oriented as she was. Jeannie will be sorely missed by all who knew her. ×

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Published by San Diego Union-Tribune on Jan. 21, 2024.

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