

insidewink

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Jean Trebek, wife of Alex Trebek, launches positive lifestyle website called www.insidewink.com

June, 2019 (Los Angeles, CA) — Jean Trebek has co-founded and launched an LA-based website called **insidewink**. With the tagline “share the good”, **insidewink** focuses on hope, inspiration and creativity. Along with partners, Alison Martin, Trish Geiger, Jeanette Dubois, Patti Ring and Stephen O’Bryan, Jean is gratified that **insidewink** is sparking so much interest all while stressing “goodness and unity, in a time where we truly need each.”

insidewink, featured on **Good Morning America** during an interview with Alex Trebek, includes short stories/blogs (written by the team and numerous guest writers), and the works of artists, local businesses, visionaries and musicians. “Our goal is to create community”, Jean explains. “We all share the same things - the desire to be seen, heard, accepted and respected. We want to focus on that.” The articles range from humorous (how gum can set you free) to poignant (how breast cancer can change a life) and all reflect the “beauty” of the human condition.

Jean and Alex both share a passion for social justices, with Jean’s path centering on spiritual and social consciousness. She has been a spiritual practitioner for the last decade, has sat on boards of various non-profit organizations and has led life-changing retreats. Her husband, Alex Trebek, recognizes the benefits of Jean’s new venture. “Alex knows that this is my passion - reaching out to others, creating a space for peace and love, allowing people’s stories to be heard... I’m so grateful to him and the fact that he supports me in this endeavor.”

The content on the website changes nearly daily, with public interest and requests for submissions on the rise. “We didn’t anticipate that there would be so much positive feedback so quickly in what we are doing, ” Jean confesses. “The amount of people asking to be a part of **insidewink** is very pleasantly surprising.”

And what does the word “**insidewink**” mean? “I like to ask what it means to you.” Jean laughs. “We made it up to symbolize the love in me acknowledging the love in you. There comes a point where we need to see the best in each other. We need to see the truth in each other. We are all in this together, so let’s move with the goodness that we all have.”

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