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## COWBOY BUDDHISM

### **NEW TO MARKET -- FIRST TIME OFFERED !**

Wallace McRae, a Montana ranch owner and premier cowboy poet, wrote a poem entitled "Reincarnation." Despite its theme, the poem had little to do with Buddhism, but that didn't stop author Ace Remas from finding many Buddhist truths in the poem, so he wrote a book: JUST PASSIN' THROUGH: MY ROUGH RIDE TO BUDDHA LAND. Published by Jack Bacon & Co., a Nevada art house, the book found great circulation among spiritually-minded romantics of the Wild West, especially after the Cowboy Poetry Festival held annually in Elko, Nevada. The book highlights the strong connection between the spiritual aspiration and the ideal cowboys dream (and sing) about. These book buyers are a great way to find donors to spiritual and compassionate initiatives, to environmental issues, and to the art and history of the American West. They also are avid buyers of Western lore. Average order size is \$25 for mail-order sales. Exclusive to Byrum & Fleming.

### **Total Database - 25,562**

Selects available:

Cowboy Buddhism Book Buyers	25,562
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### **Terms and Pricing**

List Rental	\$95/M
Minimum Order	3,000
Email shipping	\$50

Recency Select (3 mos)	\$20/M
Recency Select (6 mos)	\$15/M
Recency Select (12 mos)	\$10/M

Gender or title	\$5/M
Geography	\$5/M
Employee size	\$5/M

*Brokers Welcome*