

FOR IMMEDIATE RELEASE

“Whether it’s the horse Seabiscuit or the book *The Stuff of a Lifetime*, the story is much the same.”

And what a story it is

Atlanta, GA, 11 September 2005 — Drawing parallels between the great racehorse Seabiscuit and his own book, *The Stuff of a Lifetime*, iUniverse author Gene Ruyle observed, “Whether it’s the horse or the book, the story is much the same.”

The horse -- stubby in stature with an awkward gait and temperament to match -- performed poorly at first and lost repeatedly. While the book, orphaned at its start when the publisher went under, was passed from house to house, and after the original copies sold and it fell out of print, no one noticed or really cared. Then something unexpected happened, for few find promise where others have found none: with Seabiscuit it was the trainer Tom Smith, and with *The Stuff of a Lifetime* it was the Authors Guild – and both received a second chance. The horse showed it could outrun the others and the book proved it could withstand the tests of time. Seabiscuit earned his place in history, and *The Stuff of a Lifetime* is back in print again, bigger and better than ever before.

At a compact 149 pages, *The Stuff of a Lifetime* isn’t just another book to read but one to *use* – to dip into, think about, lay aside awhile to go live a little more, and then come back to pick up again. Walking with its readers each step of the way, it takes them on a voyage into the very stuff of their lives ... into its turning points, its endings and beginnings, with those gaps and pauses in between; into its peaks, pits, and plateaus – keeping an eye out all the while for signs of the “more,” that living part of what people are outside their picture of themselves. The aim is to help readers reclaim their bodies, recover their souls, and re-enter the world.

From A Radio Interview

Interviewer: So then, how is *The Stuff of a Lifetime* different from the other self-help books out there?

Ruyle: It does not talk about life in general. Its purpose is not to give answers, but to get people to ask questions that will lead them to discover those answers that are true for their life alone.

Interviewer: You say this book is a tool. Tools *do* things. In a nutshell, tell me exactly what this book does.

Ruyle: Imagine, if you will, a subway running throughout your lifetime. If you could make

it to a single one of its stations, then you could ride that subway wherever you wanted to on the whole line. Well, *The Stuff of a Lifetime* is designed to get you to one of those stations, where you can enter into that whole realm of linked experiences; and not just anyone's experiences, mind you, but *yours*, made up of the actual stuff of your own life – all you think, feel, do, and dream of as you make your way along (or maybe even lose it here or there for a while). That is what this book can do for those who will let it.

What the book gives to the reader

- It helps people *be*, by helping them better see what they are doing with their lives, and also helping them to see *what their doing is doing to them!*
- It addresses each reader directly as a unique individual, allowing him or her to move through it at their own pace and in their own way.
- It enkindles within one the desire to search for and be constructively guided by one's own uniqueness.

Quotes from well-known people featured in the book, and a few facts about it

“You may be sure I will remember the things you reminded me of in the Cohan story. Aside from the hard physical work of the dancing he was relatively easy to do, but your observations gave some moments in the picture values to me.” – *James Cagney*

“I am very touched by what you have written about me . . . I never know who is trying to contact me, of course, and I defend very strongly the isolation I need to write, and so, sometimes, I lose contact with the good people like you.” – *Oriana Fallaci*

“I wish I could write to you in good English how much I enjoyed reading the part of your manuscript on Nikos Kazantzakis . . . In reality, I wish I could read the whole book!” – *Elani Kazantzakis*

The photomontages at the beginning and the end of the book are two of *Jerry Uelsmann's*, a renowned artist and friend of many years whose works are found in the private collections of museums throughout the world.

When you put all the chapter headings of the book together, they state the book's point in a single summarizing sentence: *Just between us, to be somebody, in a time like this, making a life, in the ragged raw real, (takes) seeing the soul, sensing the spirit, (and) moving on to more.*



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About the author: In reviewing his book, the *Atlanta Journal/Constitution* wrote: “This book should make a name for Gene Ruyle as a contemporary philosopher who has something important to say.” A published author, he is also a professional actor, a playwright/composer, has a doctorate in psychology . . . and is an Episcopal priest. Born in Beatrice, Nebraska, he enlisted in the Marine Corps right out of high school, before then going on to the University of Florida, Virginia Theological Seminary, a doctorate in psychology, and extensive post-graduate interdisciplinary endeavors. Besides his writing and work in theatre, he is a frequent public speaker who travels widely to conduct workshops based on his book. He is a lifetime honoree of an international association of musicians, and as a working professional is a long-time member of the Authors Guild, the Dramatists Guild, and Actors Equity Association. He currently lives in Atlanta, Georgia, but is a citizen of the world.

**The Stuff of a Lifetime
Self, Sense, Soul, and Spirit in Human Experience**

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