



**Illinois**  
**Department of Commerce**

& Economic Opportunity

**OFFICE OF TOURISM**

Bruce Rauner, Governor

**FOR DISTRIBUTION**

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**Illinois Office of Tourism Releases Newest Maker video, Navarro Canoe Co.,  
part of Illinois Made program**

*Latest maker video features Navarro Canoe Co. who sells canoes and lifetime experiences*

**Rock Island, Ill.** – The Illinois Department of Commerce’s Office of Tourism today highlighted a local Rock Island business as part of its Illinois Made video series: Navarro Canoe Co.

Launched in July 2016, Illinois Made is an ongoing program that recognizes the artisans, products and experiences that are unique to the state. It offers Illinois Made-inspired travel ideas to encourage people to extend their travel beyond a day trip by exploring the local businesses and great attractions nearby.

Bruce and Sue Peterson’s second career first started by purchasing a canoe on Craigslist and since then, their passion has grown into the Navarro Canoe Co. Started almost 50 years ago; this Rock Island treasure uses handmade craftsmanship to create unique products—no two canoes are the same.

“Navarro Canoe Co. is different because you can see the handmade quality and brushstrokes on the canoes,” says Cory Jobe, Director of the Illinois Office of Tourism. “The canoes are so special that customers often view them as family heirlooms and will pass them down to their children and grandchildren.”

The Petersons are very proud of their unique products and will often put the canoes to use in the Mississippi River which is located three minutes from the shop. They say they are selling more than just canoes; they are selling an experience that will last a lifetime.

To learn more about Navarro Canoe Co. and view the new Maker video, visit [www.enjoyillinois.com](http://www.enjoyillinois.com).

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*The Illinois Department of Commerce and Economic Opportunity, Office of Tourism manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents.*