



FOR IMMEDIATE RELEASE

February 17, 2021

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RESIDENTIAL FIRE 2910 Southern Avenue



MEMPHIS, TN - The Memphis Fire Department responded to an alarm of fire at 2910 Southern Avenue, Wednesday, February 17, 2021 at 2:21 p.m. Upon arrival on the scene, firefighters reported smoke visible from the one-story wood-frame residential structure. Thirteen (13) pieces of Fire/Rescue/EMS equipment and approximately twenty-nine (29) emergency response personnel ultimately responded to the call. Battalion Chief E. Howell was the commanding officer of this incident. The fire was brought under control at 2:44 p.m. There were no firefighter or civilian injuries. Red Cross assistance was not requested. Two family dogs expired as a result of this incident.

It has been determined that the residence **did have** a working smoke alarm. The structure sustained smoke, fire and water damage. Total damage is estimated at \$50,000.00 structure and \$20,000.00 contents. The origin and cause of the fire was determined to be a wall receptacle that malfunctioned in the storage room.

The Memphis Fire Department urges all citizens to maintain a working smoke alarm in their place of residence. Check smoke alarms once a month and change the battery when you change your clocks. City of Memphis residents may apply for a **free smoke alarm** on-line at: <https://www.memphistn.gov/government/fire-department/free-smoke-alarm-application/> or call the Fire Museum of Memphis at (901) 636-5650. Always have a plan of escape in case there is a fire. Also remember that 9-1-1 is for emergencies only. For all other **FIRE/EMS NON-EMERGENCY** issues please dial (901) 458-8281.

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