



FOR IMMEDIATE RELEASE

May 14, 2021



Gina Y. Sweat, Director of Fire Services  
CONTACT: Lt. Wayne A. Cooke  
Public Information Officer, MFD  
901-636-5682 O, 901-508-0614 C  
Wayne.Cooke@memphistn.gov

## RESIDENTIAL FIRE

1271 Poplar Avenue #901 (*Bryton Tower*)

MEMPHIS, TN - The Memphis Fire Department responded to a **second alarm** fire at 1271 Poplar Avenue, Thursday, May 13, 2021 at 8:49 p.m. Upon arrival on the scene, firefighters reported smoke visible on the ninth floor of the multi-story high-rise.

Thirty-six (36) pieces of Fire/Rescue/EMS equipment and approximately one hundred four (104) emergency response personnel ultimately responded to the call. Battalion Chief J. Burns was the commanding officer of this incident. The fire was brought under control at 9:10 p.m. There were no firefighter or civilian injuries.

It has been determined that the residence **did not have** a working smoke alarm. Two (2) units sustained smoke, fire and water damage. Total damage is estimated at \$10,000.00 structure and \$5,000.00 contents. The origin and cause of the fire was determined to be food left unattended on the stove in the kitchen. Red Cross provided assistance for two adults and two children.

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.

###