



FOR IMMEDIATE RELEASE

October 14, 2021



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RESIDENTIAL FIRE

2751 Ketchum Road #1 (*Eldorado Apartments*)

MEMPHIS, TN - The Memphis Fire Department responded to an alarm of fire at 2751 Ketchum Road, Tuesday, October 12, 2021 at 11:26 p.m. Upon arrival on the scene, firefighters reported heavy smoke visible from the two-story apartments. Rescue and firefighting operations began immediately.

Sixteen (16) pieces of Fire/Rescue/EMS equipment and approximately thirty-eight (38) emergency response personnel ultimately responded to the call. Battalion Chief C. Kindrick was the commanding officer of this incident. The fire was brought under control at 11:42 p.m. There were no firefighter or civilian injuries. Red Cross provided assistance for three families.

It has been determined that the residence **did have** a working smoke alarm. Eight (8) units sustained smoke, fire and/or water damage. Total damage is estimated at \$250,000.00 structure and \$75,000.00 contents. The origin and cause of the fire was determined to be electrical wiring that malfunctioned in the HVAC closet.

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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