



FOR IMMEDIATE RELEASE

November 15, 2021



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COMMERCIAL FIRE

2542 Chelsea Avenue (*Sims Beauty & Barber Shop*)

MEMPHIS, TN - The Memphis Fire Department responded to an alarm of fire at 2542 Chelsea Avenue, Sunday, November 14, 2021 at 10:56 p.m. Upon arrival on the scene, firefighters reported smoke visible from the one-story commercial structure. Rescue and Firefighting operations began immediately.

Fourteen (14) pieces of Fire/Rescue/EMS equipment and approximately thirty-six (36) emergency response personnel ultimately responded to the call. Acting Battalion Chief M. Lawrence was the commanding officer of this incident. The fire was brought under control at 11:10 p.m. There were no firefighter or civilian injuries.

It has been determined that the commercial structure did not have a sprinkler system. The structure sustained smoke, fire and water damage. Total damage is estimated at \$7,500.00 structure and \$1,000.00 contents. The origin and cause of the fire was determined to be electrical; wiring malfunctioned in the junction box above the ceiling fan.

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** by contacting the Fire Museum of Memphis at (901) 636-5650 or on-line at: <https://www.memphistn.gov/government/fire-department/free-smoke-alarm-application/>. 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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