



FOR IMMEDIATE RELEASE

November 15, 2021



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COMMERCIAL FIRE

854 Goodman Street (*Legendary 4 Life Custom LLC*)

MEMPHIS, TN - The Memphis Fire Department responded to an alarm of fire at 854 Goodman Street, Monday, November 15, 2021 at 9:23 a.m. Upon arrival on the scene, firefighters reported fire visible from the one-story commercial structure. Rescue and Firefighting operations began immediately.

Nineteen (19) pieces of Fire/Rescue/EMS equipment and approximately forty-seven (47) emergency response personnel ultimately responded to the call. Battalion Chief P. Jones was the commanding officer of this incident. The fire was brought under control at 9:38 a.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 \$10,000.00 structure and \$75,000.00 contents. The origin and cause of the fire was determined to be intentionally set in multiple locations. This fire is still under investigation. ***Anyone with information regarding this incident is asked to call Crime Stoppers at 528-CASH (2274) or the State Arson Hotline at 1-800-762-3017. You could be eligible to receive a cash reward from Crime Stoppers of Memphis and Shelby County, Inc.***

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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