



## **North Shore Fire Department**

### **Media Release**

On December 24, 2007 at approximately 5:34 PM The North Shore Fire Department was dispatched to a report of fire at 500 W Bradley Road in Fox Point. Fire was extending from the second floor to the third floor on arrival. First arriving crews immediately began rescue and fire attack of the occupied apartment building. Due to the extent of rescue operations and the rapidly expanding fire the incident was upgraded to a Second Alarm to bring additional crews to the scene. Crews made rapid entry to the apartment where the fire is believed to have started and removed the occupant. Fire and emergency medical crews made every effort but were not able to resuscitate the occupant. A Police Officer and Firefighter were treated for injuries sustained at the fire.

The cause was believed to have started in a sleeper sofa, located in the in the North bedroom of the involved unit. Analysis of the scene further indicates this was an accidental fire. Fire Investigators from the North Shore Fire Departments F.I.T team along with the Fox Point Police Department and the ATF made this determination. Approximately twelve apartments have been affected by fire, smoke and water damage. Residences are being assisted to find temporary housing.

The Mutual Aid Box Alarm System (MABAS) worked efficiently to bring seven neighboring fire departments to assist with this fire. Thiensville, Mequon, Wauwatosa, West Allis, Menomonee Falls, The City of Brookfield and Saint Francis provided fire companies to assist in firefighting operations and covering North Shore Fire Department stations.

The North Shore Fire Department would like to emphasize that proper installation and maintenance of smoke detectors save lives. In addition, every residence should practice their Exit Drills In The Home (E.D.I.T.H), to ensure proper evacuation avenues and techniques.

For further information, contact North Shore Fire Department Operations Battalion Chief at 228-5205.