



MASON J. POOLER
FIRE CHIEF



CITY of WEST ALLIS
FIRE DEPARTMENT

PRESS RELEASE

Re: West Allis Fire Department Responds to Third Alarm Apartment Fire

West Allis, 5/31/2023 – At 4:35 AM on May 31, 2023, the West Allis Fire Department responded to reports of an apartment on fire at 10942 W. Wildwood Lane. Upon arrival of police and fire, a large amount of fire was observed from the exterior of the building. The fire escalated to a third alarm, requiring the response of 81 firefighters from five different fire departments: the Milwaukee Fire Department, the Wauwatosa Fire Department, the Greenfield Fire Department, the Greendale Fire Department, and the West Allis Fire Department. Early arriving fire crews were able to rescue two children and two adults. Two children and one adult were transported to local hospitals. There is no update on their condition currently.

Unfortunately, due to the building codes at the time of construction, the building was not protected by a fire sprinkler system. Due to the intensity of the fire, the structure is currently uninhabitable. Our thoughts and support go out to the affected residents during this challenging time. The City of West Allis and Red Cross are working diligently to aid those impacted by the fire. An investigation is underway to determine the cause of the fire.

We would like to extend our gratitude to the neighboring fire departments that aided during this complex operation. The collaboration of these dedicated firefighters exemplifies the strength of the shared service agreement signed by all fire departments within Milwaukee County.

We would also like to remind everyone of the importance of fire safety measures, including installing and regularly maintaining smoke alarms, sleeping with bedroom doors closed, developing and practicing escape plans, and exercising caution when dealing with fire hazards.

We understand the community's desire for more information and assure you that updates will be shared as soon as they become available.

For further updates and inquiries regarding the apartment fire incident, please contact the West Allis Fire Department at 414-302-8900 or fireafterhours@westalliswi.gov.

Respectfully,

Mason Pooler
Fire Chief