

CITY OF EL CENTRO

1275 W. Main Street
El Centro, CA 92243
www.cityofelcentro.org



FOR IMMEDIATE RELEASE

Contact: Mario Renteria
Public Information Officer – City Manager’s Office
Office: (760) 337-4541, Mobile: (760) 234-2307
MarioRenteria@cityofelcentro.org

Structure Fire – 250 W. Ross Avenue

EL CENTRO, CA – April 14, 2025 — On Saturday, April 12th, just before 6 PM, the El Centro Fire Department (ECFD) responded to a reported structure fire at 250 W. Ross Avenue. Upon arrival, crews encountered a well-involved commercial structure with heavy fire conditions present.

Due to the severity of the incident, the response was escalated to a third alarm to bring in additional personnel and resources. Mutual aid was requested and received from several neighboring agencies, including Brawley Fire Department, Imperial County Fire Department, Calexico Fire Department, Holtville Fire Department, and Westmorland Fire Department.

Firefighters worked diligently to contain and extinguish the fire, successfully preventing the spread to nearby exposures. No surrounding structures were impacted by fire or heat, and there were no injuries or fatalities reported as a result of the incident.

The cause of the fire is under investigation.

The El Centro Fire Department extends its appreciation to all mutual aid partners for their swift response and support.

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