Conroe, TX: The City of Conroe Fire Department was notified of an automatic fire alarm at 301 S 1st St. (East Texas Dream Center) at approximately 3:47 PM on November 13, 2014.

Firefighters arrived on scene at approximately 3:54 PM and reported an audible fire alarm with smoke showing from the structure. The incident was immediately upgraded to a full-box alarm. Firefighters made an aggressive interior attack on the fire and were able contain it to the room of origin. The incident was declared under control at approximately 4:31 PM.

All occupants were evacuated by the center’s staff and were immediately accounted for. There were no reported injuries to occupants or firefighters.

The building's fire sprinkler system activated keeping the scope of the fire manageable until the arrival of firefighters. The automatic fire alarm system also activated giving the occupants and the Conroe Fire Department early notification of the fire. These systems functioned as designed and were instrumental in the fire’s containment and the prevention of possible injuries or deaths.

The Conroe Fire Department was assisted by the Needham Road and Lake Conroe Fire Departments at this incident.

The Conroe Fire Department Fire Marshal's Office has initiated an investigation into the origin and cause of the fire. The fire originated near a workbench in a rear maintenance room. The cause has not yet been determined.

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