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FOR IMMEDIATE RELEASE

CITY OF BREA PRESS RELEASE

SUBJECT: City of Brea Appoints Permanent Fire Chief for the Brea Fire Department

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BREA, Calif. – Brea proudly announces hiring George Avery as the next Fire Chief to lead the Brea Fire Department. Chief Avery has been serving as Brea’s Interim Fire Chief since June 20, 2022, to fill the Chief vacancy as a result of the department reverting to a Brea-only fire command staffing model.

Through Chief Avery’s strategic and innovative leadership, since June the Brea Fire Department has successfully re-established the department as a Brea-only fire command staffing model, which required several promotions and the reorganization of Fire Administration. The Fire Department has also offered community-based training and strengthened relationships with area fire agencies. Furthermore, Chief Avery has set goals to build a Succession Plan, Professional Development Program, and a Strategic Plan outline to ensure a resilient department and foster future leaders. Avery joins Brea’s Executive Team with over 25 years of experience, leadership skills, and knowledge of fire services.

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Prior to joining Brea, Chief Avery was the Fire Chief for the City of San Bernardino, a 200-member department. He oversaw Emergency Medical Services (EMS), Fire Investigations, Fire Prevention, Hazmat, Airport Operations, Fire Dispatch, and Fire Operations. Previous to being Fire Chief, he also served as Division Chief, Battalion Chief, Training Captain, and Fire Captain. Additionally, Chief Avery worked as the Interim Fire Marshal for the City of Redlands, managing fire prevention personnel, conducting plan checks and fire inspections, handling wildland vegetation management, and working to approve new construction and tenant improvements. Chief Avery holds a Bachelor of Science Degree in Public Safety Administration from Grand Canyon University.

As Fire Chief for the City of Brea, Chief Avery will lead the full-service fire agency. The department provides 24-hour emergency response to various critical situations, including fires, explosions, hazardous materials incidents, medical emergencies, accidents, and miscellaneous public assistance requests. In addition, the department operates an active Fire Prevention and Emergency Preparedness Program, which provides for fire inspections, hazardous process permitting, fire code enforcement, public education, and business emergency planning in accordance with the California Code of Regulations.

“With all of Chief Avery’s experience, Brea is fortunate to have him as part of our team,” said Brea City Manager Bill Gallardo. “I look forward to working with George as he continues to lead the department in providing the best fire services to our community.”

For more information, contact the City Manager’s Office at 714-990-7711.

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