



**Phoenix Police Department**  
**Public Affairs Bureau**  
620 West Washington Street, Phoenix, Arizona 85003



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# MEDIA ADVISORY

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**Date/Time:** March 18, 2024, around 4:22 p.m.  
**Incident:** 2024-399835  
**Location:** 1300 East Cinnabar Avenue  
**Victim:** William Broomfield, 47-year-old, deceased  
**Suspect:** Robert Roach, 33-year-old, MCSO Booking #G086318

**UPDATE: March 20, 2024**

This update is to provide information related to the victim in this case.

*Sergeant Brian Bower*  
*Public Affairs Bureau*

## **Early Evening Shooting Leaves Man Dead One in Jail**

(March 19, 2024) Phoenix Police detectives are investigating a shooting that left a man dead and one in jail.

On March 18, 2024, around 4:20 p.m., Phoenix police officers responded to the area of 13<sup>th</sup> Street and Cinnabar Avenue regarding a shooting. When officers arrived, they located an adult male with at least one gunshot wound. The man was transported to a local hospital but did not survive his injuries and was pronounced deceased. Officers on scene conducted follow-up and identified that suspect as 33-year-old Robert Roach. Roach was located and arrested near the scene.

Detectives responded to assume the investigation. Preliminary information regarding this shooting suggests that Roach committed an armed robbery of the victim during which the victim was shot resulting in his death.

Roach will be booked on multiple charges to include murder once that process is complete. Additional details about this incident remain part of the ongoing investigation.

*Sergeant Rob Scherer*  
*Public Affairs Bureau*

