



Transforming
a generation

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Fred throws lifeline to help jobless



Londoner of the week

Fred Turok

Fred Turok is the founder of youth employment charity **TAG** (Transforming a Generation).

Based in Brixton, the charity helps 18 to 24-year-old jobseekers gain qualifications and work experience in the fitness industry. Since being set up 2008, TAG has helped more than 2,000 young people find work in London and other cities in the UK. By the end of 2011 it aims to have helped another 2,000 young people into employment.

Fred established the charity when he took a step back from the day-to-day running of gym chain LA Fitness, which he set up in the early 1990s.