



CONTACT: Beth Sulkowski, bsulkowski@alz.org, 864.699.0620 (direct), 864.431.8414 (mobile)

Jules Lemonds, Miss Hartsville, named Emerging Advocate of the Year by the National Alzheimer's Impact Movement

— *Lemonds volunteers in memory of her Mimi, who died with Alzheimer's* —

[**PHOTOS/VIDEO**](#)

COLUMBIA, SC, June 11, 2025 – On June 8-10, over 1,100 advocates from across the nation — including here in South Carolina — traveled to Washington, D.C., to meet with their members of Congress during the 2025 AIM Advocacy Forum. While there, Alzheimer's Impact Movement leaders presented Jules Lemonds of Elgin, S.C., with the prestigious Emerging Advocate of the Year Award, presented each year to an outstanding advocate who is leading the fight against dementia in his or her community.

Jules started her advocacy journey at the age of 17, inspired by the memory of her beloved Mimi, who bravely battled Alzheimer's disease. She has grown to become a core advocate and valued volunteer with the Alzheimer's Association S.C. Chapter, meeting with her state legislators, assisting with advocacy events, helping at the local office and volunteering with Walk to End Alzheimer's in Columbia. She also visits schools to gently educate children about Alzheimer's, honoring her grandmother, who passed away from the disease.

"I will never forget the moment when the woman who helped raise me, who lived just across the street, who celebrated every milestone of my life with me — looked at me and asked, 'What's your name?' That moment changed me forever," Jules shared.

Jules she currently holds the title of Ms. Hartsville South Carolina 2025, with Alzheimer's as her platform. She achieved 4th place in the Ms. South Carolina 2024 competition and will compete in the 2025 competition later this month.

"At the end of the day, my goal is simple: to help create a future without Alzheimer's, so no other child has to experience the heartbreak of their favorite person forgetting their name," Jules said in her acceptance speech. "This award is not just mine — it belongs to every person fighting for that same future."

On Tuesday, Jules joined a sea of purple-clad advocates on Capitol Hill to ask their members of Congress to increase Alzheimer's and dementia research funding, improve access to biomarker testing, and enhance training for health care providers. Meeting by meeting, they urged their elected officials to accelerate, not stop, the progress in the fight against Alzheimer's and other dementia by supporting:

- **Research appropriations**, including an additional \$113.485 million in FY 2026 for Alzheimer’s research activities at the National Institutes of Health (NIH) and \$35 million for implementation of the BOLD Infrastructure for Alzheimer’s Act at the Centers for Disease Control and Prevention (CDC).
- **The Alzheimer’s Screening and Prevention (ASAP) Act**, which represents a potentially transformative step toward leveraging diagnostic innovation for earlier Alzheimer’s disease detection. The bill would give the HHS Secretary authority to provide Medicare coverage for routine dementia blood test screening.
- **The Accelerating Access to Dementia & Alzheimer’s Provider Training (AADAPT) Act**, which will empower primary care providers to better diagnose Alzheimer’s and other dementia and deliver high-quality, person-centered care in community-based settings.

Following her trip to Washington, D.C., Jules is more inspired than ever to keep up the fight against Alzheimer’s and all dementias. She's working to inspire the next generation of advocates.

"To every young person who feels they are ‘too young’ to make a difference — please hear this: Your voice matters. You are never too young to be the spark for change," she said. "Start now. Start where you are. The world needs you."

Today, there are more than 7 million people age 65 and older in the United States living with Alzheimer’s, including 112,500 in South Carolina

The Alzheimer’s Association offers a free 24/7 Helpline (800.272.3900), as well as free educational programs and support groups across South Carolina. To view the monthly calendar for June or request a group presentation, visit www.alz.org/sc.

###

About the Alzheimer’s Association

The Alzheimer’s Association is the leading voluntary health organization dedicated to Alzheimer’s care, support and research. Our mission is to lead the way to end Alzheimer’s and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. Our vision is a world without Alzheimer’s and all other dementia. Visit alz.org or call 800.272.3900.