

Myrtle Beach Gold Dealer Uses AI-Assisted Music to Engage Younger Audiences as Gold and Silver Regain Attention

Carolina Gold Exchange expands its education efforts with AI-assisted outreach to connect financial literacy and precious metals education to younger audiences.

MYRTLE BEACH, SC, UNITED STATES, January 7, 2026 /EINPresswire.com/ -- As gold and silver prices return to the national spotlight amid ongoing economic uncertainty, Carolina Gold Exchange is expanding its educational outreach with an unconventional approach aimed at helping younger audiences engage with conversations around value, assets, and long-term financial literacy.



Attendees participate in a free precious metals educational workshop hosted by Carolina Gold Exchange in Myrtle Beach.

The initiative is led by Kenneth Sass, owner of Carolina Gold Exchange, who has spent years working directly with the public and writing about money, value, and financial literacy. Through that work, Sass observed a growing disconnect between economic headlines and public understanding, particularly among younger adults who are often exposed to financial information through social media rather than traditional education channels.

“Gold and silver are being talked about again, but attention does not always come with understanding,” said Sass. “I see a lot of curiosity, but not enough clarity. That gap is where people get hurt financially.”

To reach audiences who may tune out conventional financial education, Sass experimented with AI-assisted music as a creative outreach tool. The result was a hip-hop track titled Cold Weight, designed to spark curiosity and act as an entry point into broader conversations about tangible assets such as gold and silver. The project was not created as a music release, but as an educational bridge that meets people where they already spend their attention.

Rather than hiring a marketing agency, Sass utilized emerging generative audio tools to explore whether creative formats could help initiate more meaningful engagement around financial topics that are often perceived as intimidating or irrelevant. The AI-assisted track Cold Weight is available on YouTube Music.

“With inflation concerns, market volatility, and global uncertainty driving renewed interest in precious metals, many people are searching for ways to preserve value,” Sass explained. “But searching and understanding are not the same thing. Education has to adapt if it is going to reach the next generation.”

Carolina Gold Exchange continues to host free educational workshops, offered both in person and virtually, focused on the fundamentals of precious metals, including how gold and silver are valued, verified, and historically used as long-term stores of value. The workshops are open to the public and are intentionally educational rather than sales-driven.

“I’m not trying to sell music or chase trends,” Sass added. “I’m trying to help people pause and think about value. If creative tools help start that conversation, then they are worth using.”

The company’s expanded outreach builds on its recent educational initiatives, which were previously distributed through and covered by national and regional news outlets, highlighting Carolina Gold Exchange’s focus on transparency and public financial literacy.

For more information about upcoming workshops or educational resources, visit carolinararemetals.com.

About Carolina Gold Exchange

Carolina Gold Exchange is a Myrtle Beach-based precious metals business focused on gold and silver education, evaluation, and verification. The company works directly with the public to explain how precious metals are valued and used as long-term stores of value. In addition to in-store services, Carolina Gold Exchange offers free educational workshops, available both in person and virtually, designed to help individuals better understand assets, value, and financial fundamentals.

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