



PRESS RELEASE

Embargo Date / IMMEDIATE RELEASE

THE SWEET RETURN TO AYRSHIRE!

WINTERSTORM 2025 JUST GOT A BIT MORE GLAM!

We promised more surprises for WinterStorm 2025 – and here's one to blow the roof off Troon.

THE SWEET – legendary glam rockers, purveyors of power pop rock, and unapologetic riff merchants – are officially confirmed for WinterStorm Rock Festival 2025. And not just confirmed... returning to Ayrshire for the first time since *that* night in Kilmarnock.

Yes, *that* night.

The now-legendary 1973 gig at The Grand Hall where chaos, carnage, and decibels conspired to inspire none other than the immortal “Ballroom Blitz”. A riotous crowd, a flying bottle, and a backstage decision to turn madness into music history. Now, over half a century later, The Sweet come full circle – older, louder, and with a setlist that still swings the hammer of glam like it's 1974.

And leading the charge? None other than original guitarist and glam rock icon Andy Scott – the driving force behind those towering riffs and unmistakable harmonies that defined an era. This is The Sweet with the real deal at the helm.

WinterStorm 2025 in Troon will mark their first Ayrshire performance since that infamous evening – and this time, it's all Blitz, no bottle.

Andy Scott followed this up,

The band are really looking forward to the WinterStorm festival in November. We don't play in Scotland nearly enough so it will be a fantastic night. The gig in Kilmarnock over 50 years ago was very scary and hopefully will never be repeated but Ballroom Blitz as a parody of that night is there for posterity. Sweet lives on!

Expect glitter, guitars, and a greatest-hits masterclass. From “Fox on the Run” to “Love is Like Oxygen”, this is your chance to catch rock royalty where legends (and maybe a few bruises) were born.

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WinterStorm

With The Sweet announcement WinterStorm – Scotland’s annual November festival of Rock By the Seaside – have now revealed its full day splits and full line up for the ninth version of the massively popular Classic Rock Festival held annually over three days in Troon on the west coast of Scotland. The first announcement in February unveiled a raft of classic acts including Ugly Kid Joe, British Lion, High Fade, legendary singer songwriter Russ Ballard and a host of other rock, blues and metal bands from across the UK and beyond. The latest announcement reveals the day splits and takes the total bands announced for the whole weekend to more than forty cementing the WinterStorm as one of the premier rock events in Scotland.

Clan WinterStorm, get ready. The Sweet are coming back. And Ayrshire won’t know what hit it.

WinterStorm – Scotland’s annual festival of Rock at the end of November – has revealed its mainstage line up for the ninth version of the massively popular Classic Rock Festival held annually over three days in Troon on the west coast of Scotland. The first announcement, with twenty more bands yet to be unveiled includes a raft of classic acts including Ugly Kid Joe, British Lion, High Fade, legendary singer songwriter Russ Ballard and a host of other rock, blues and metal bands from across the UK and beyond.

Festival organiser, Ian McCaig, of Plan B Events,

“Being from Killie myself I grew up with the legend of the Grand Hall turning into a Ballroom Blitz – it’s perhaps a bizarre claim to fame for any town but perversely it will always be flagged up when you mention The Sweet in Ayrshire. We’ve been pursuing The Sweet for a number of years for WinterStorm and thought we’d maybe missed our chance but we kept the door open on this one and think this is a great addition to the Friday”

Rock fans can explore each of the bands and updates on other announcement on the festival website, their Facebook page or sign up for their newsletter.

- Event Updates | <https://www.winterstorm.co.uk/event-updates>
- Tickets and Accommodation | <https://www.winterstorm.co.uk/tickets-and-packages-2025>
- Facebook | <https://www.facebook.com/winterstormcoming>
- Sign Up | <https://www.winterstorm.co.uk/newsletter-sign-up>

Ends

Editors notes and digital assets over/

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About WinterStorm | Editors Notes

Updated May 2025

WinterStorm in 500 characters

WinterStorm is an annual rock music festival held in Troon, Scotland, on the last weekend of November. It features a mix of established and up-and-coming rock bands from around the world, playing across two stages in the Troon Concert Hall, a venue located in this traditional seaside town. The festival has a reputation for its friendly atmosphere and attracts rock fans from all over the UK and beyond.

WinterStorm in 750 words

WinterStorm was born in Troon Scotland in 2016 and since then it has continued to prosper through some highly challenging times, with the event selling more than 3000 tickets over the four days of the event.

It continues to punch above its weight in terms of bands and artistes attracted and there is no doubt that this is down to the unique atmosphere that the venue and its audience creates.

WinterStorm is fully committed to offering the best experience an old school concert hall venue can provide with local suppliers providing the services and communities engaged at every level. Quality bar and catering operations offering Scottish produce and real ales are matched by the amazing work of the volunteer service provided by the legion of 'StormTroopers.

WinterStorm has grown with a commitment to looking after the "talent"; bands and musicians make WinterStorm, and the organisers take immense pride with the feedback from artists, with bands ALWAYS more than impressed with the sound provided and the levels of service given. They are looked after as guests. WinterStorm's reputation has grown through the word of mouth of bands and management and this support has undoubtedly helped the organisers to attract others to the stage year on year.

The event provides a truly unique atmosphere in the compact 850 capacity main stage area and when fans and bands alike compare it favourably to the sound and atmosphere of the old Glasgow Apollo, those organising don't take the compliment lightly. It is however exactly what they set out to achieve.

It truly is a unique atmosphere and when fans and bands alike compare it favourably to the sound and atmosphere of the old Glasgow Apollo, we don't take the compliment lightly but it is what we set out to achieve.

WinterStorm alumni now include so many of our heroes and bands, old and new – **Michael Schenker Group, Skid Row, Dead Daisies, Magnum, Focus, GUN, FM, Last in Line, The Quireboys, Wayward Sons, Tyketto, – Heavy Metal and old school bands such as Tygers of Pan Tang, Diamond Head, Praying Mantis, Vardis, Quartz, Girlschool, OD Saxon, Geordie and Rock Goddess and individual heroes such as Bernie Marsden, Uli Jon Roth, Graham Bonnett, Geoff Tate, Martin Barre, Pete Way, Ricky Warwick, Neil Murray, Blaze Bayley and Paul Di'anno, Pat McManus, Cherie Currie and Marco Mendoza**

European talent has played its part too; **H.E.A.T, The New Roses, Eclipse, Crazy Lixx** amongst a catalogue of others; 2024 diversified its geographical spread yet further with **The Damn Truth** from Canada, **Von Herten Brothers** from Finland, **Electric Gypsy** from Brazil, **SEVI** from Bulgaria and **Girish and The Chronicles** from India.

Add in the new generation bands such as **Those Damn Crows, Stone Broken, Massive Wagons, Florence Black, Tailgunner** and a whole load more of bands embraced enthusiastically by the WinterStorm fan base.

And of course, WinterStorm is proudly Scottish. So, it's no surprise to discover that they have featured the occasional pipe band, Celtic tribal bands and the obligatory Lone Piper to close each event out!



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WinterStorm

Eight years and more than 300 bands later, WinterStorm HAS no doubt punched above its weight and they've only been able to do this through fans, bands and artistes supporting the ethos of WinterStorm and its team.

The 2025 event will again take place over the last weekend in November, with three days of the Rock Weekender and the now standard After the 'Storm Sunday with separate headline event and acoustic stage. It will also be topped and tailed with two additional concerts, on the Wednesday before and the Sunday after, aimed at the local market extending the impact on Ayrshire to five days.

Most else will remain the same in Troon Concert Hall with the usual eclectic mix of NWOBHM, Blues, Prog, AOR and maybe a bit of hair metal again! As well as booking 2025, WinterStorm are looking ahead and are fully committed to taking the event forward towards its tenth anniversary in 2026 over the weekend of Thursday 26th to Saturday 28th November 2026

Why not join them on the journey?

Overview Ends

Digital Assets and Links over/



WinterStorm Assets and Links

Event Organiser Contacts

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Mark Lenthall | Press and PR Contacts | media@planbonline.co.uk

Mark Robinson | Artiste Liaison | Mark@planbonline.co.uk

Website Quick Links

Homepage | <https://www.winterstorm.co.uk/home>

Event Updates | <https://www.winterstorm.co.uk/event-updates>

Main Stage Landing Page | <https://www.winterstorm.co.uk/steve-strange-main-stage-25/>

Sessions Stage Landing Page | <https://www.winterstorm.co.uk/sessions-stage-25/>

Tickets and Accommodation | <https://www.winterstorm.co.uk/tickets-and-packages-2025>

Destination WinterStorm | Travel and More | <https://www.winterstorm.co.uk/destination-winterstorm/>

Press Releases

Press Releases | [Press Release Drive](#)

Press Blog Versions | <https://www.winterstorm.co.uk/eye-of-the-storm-blog>

Hero Images from WinterStorm | [Shared Folder](#) (Band and specific images available on request)

Social Media

Facebook | <https://www.facebook.com/winterstormcoming>

Instagram | <https://www.instagram.com/winterstormlive>

YouTube | <https://www.youtube.com/@WinterStormLive>

WinterStorm Digital Assets

All of the following assets are available via the links to the Google Drive.

The parent directory is here | [WinterStorm Digital Brand and Assets](#)

WinterStorm Brand Kit

Includes plain PNG logos, dated graphics and social media images. Please note that **WinterStorm** is always to be written as a single word with a Capital W and S. Thanks

WinterStorm Logos and Social Media Graphics | [Quick Link](#)

Band Social Media Artiste Graphics

Each band has its own graphic tiles featuring band logo and national flag for use in their own social media and digital channels. Example shown below.

Band Promo Graphics | [Link to Folder](#)

Clan WinterStorm

Street Team links and tools for fans and ticketholders to promote WinterStorm via their own channel | [Quick Link](#)