



It's rare to find a band that is steeped in tradition, yet remarkably modern, but The Maxx embodies that statement. Founding members Rod Whittaker (bass/keyboards/vocals), Leroy "Roc" Lovelace (sax/vocals), and Steven Rollins (guitar) are products of the Atlanta band era when neighborhood kids emulated their favorite 70's funk groups. For over twenty years, The Maxx has continued this tradition by performing the music of their youth along with classic oldies and today's pop music. Their energetic choreography and eclectic sound keeps them traveling the world entertaining countless weddings, conventions, and major corporate events; including Bill Gates and Microsoft.

The Maxx DNA consists of a strict work ethic instilled by their blue collar parents and endless childhood rehearsals. This discipline elevated The Maxx from a talent show house band to a college tour staple. By naming themselves after The Ohio Players' 1974 album, Climax, it seems they were already prepared for greatness. As the music industry began to shift away from bands in favor of solo artists, the chance of signing to a major label became less likely. This change forced The Maxx to take control of their musical destiny. The process started when they re-named themselves The Maxx to establish their own unique sound. The band's focus culminated to a decision to move from pursuing a record deal to pursuing their true passion; helping people enjoy life's most treasured moments. Their Christmas album, For The Holidays, and intimate stage presence are proof of their commitment. By putting their clients first, The Maxx combines professionalism with captivating entertainment.

Over the years, The Maxx has learned that in order to sustain a successful career, they would have to constantly re-invent themselves. 2002 saw the addition of their first and only female vocalist, Rainy Middleton, a remarkable vocalist whose voice can tear a hole in the sky. With the addition of Alvin "Deuce" Batiste, Jr. (drums), Gerren Bell (trombone/keyboards/vocals) and Menes Ray (trumpet/vocals), The Maxx stays current while propelling their legacy forward. On stage and off, The Maxx exemplify their name through a relentless pursuit of excellence. They tour 125 days out of the year while tailoring their set list to personalize every performance. Even with frequent travels, The Maxx has not forgotten their roots. They support children with their very own 501c3 non-profit, Musical Youth Of America, an organization developed to promote and provide music education to elementary and middle school children. Furthermore, they support and promote high school music programs, with their organization, Band Room Nation. The Maxx has come full circle in having two non-profit organizations give back to the community that produced them. The Maxx recognize that it's more than music. It's about creating special moments in people's lives. Through their musical integrity, The Maxx invests in future generations while bringing joy to the hearts of many.



Tony Cooper ~ 770-460-4164
tony@encoreartists.com
www.TheMaxxLive.com



Partial list of clients:

**The United Way
Children's Miracle Network
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American Cancer Society
American Diabetes Association
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Carolina Hurricanes – NHL
Family Circle Cup – USTA
United States Tennis
Association
Atlanta Steeple Chase
Carolina Panthers – NFL
New Orleans Hornets – NFL
Atlanta Hawks – NBA
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