

The Maxx

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' 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.

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