



RELEASE

Houston Ballet Nutcracker Market Announces KPMG as 2026 Honoree

Longtime partner celebrates 45 years of supporting the Nutcracker Market and Houston Ballet

HOUSTON (Oct. 19, 2026) – Houston Ballet Nutcracker Market has named KPMG LLP as its 2026 Honoree, recognizing the firm’s 45-year partnership and longstanding commitment to supporting the Nutcracker Market’s fundraising efforts. Since the Market’s early days, KPMG professionals have volunteered their time and skills to support merchant sales calculations and reporting, helping Houston Ballet administer the Market’s fundraising proceeds.

“For decades, the Nutcracker Market has been a cherished Houston tradition, bringing the community together in support of Houston Ballet’s mission,” said Chad Libertus, president of the Houston Ballet Board of Trustees and a tax partner at KPMG LLP with more than three decades of experience at the firm. “Its lasting success is a reflection of the incredible volunteers, merchants and supporters who make the event possible year after year, and KPMG is proud to have supported those efforts for 45 years.”

KPMG’s longstanding support brings its expertise to Houston Ballet and one of the organization’s largest annual fundraising efforts. As the Market has grown, so too has the scale of the firm’s volunteer support. During the 2025 Nutcracker Market, 165 KPMG volunteers calculated more than \$24 million in merchant sales from 280 merchants, resulting in more than \$6 million returned to Houston Ballet.

“Nutcracker Market is built on the generosity and commitment of people and organizations across Houston, and KPMG has been an integral part of that story for 45 years,” said Sonja Kostich, executive director of Houston Ballet. “Their volunteers bring valuable skills and dedication to the Market each year, supporting the merchant-reporting process and helping the Market continue making a meaningful impact on Houston Ballet and the community. We are grateful to KPMG for its longstanding partnership and proud to recognize the firm as our 2026 Honoree.”

KPMG Manager Lorena Latté has supported the Nutcracker Market for more than 20 years, helping lead the firm’s volunteer efforts.

“I’ve had the privilege of watching the Nutcracker Market evolve from paper reports and manual processes to the real-time technology we use today,” Latté said. “But what makes the Market special has never changed. It’s the relationships, the volunteers and the shared commitment to supporting Houston Ballet that have sustained this tradition. I’m especially proud of the more than 165 KPMG volunteers who bring their time and expertise to the Market and contribute to its success.”

Market proceeds help provide world-class training and scholarships for aspiring dancers, some of whom begin their journey as young as age two and continue their training toward professional careers. Funds also support Houston Ballet’s programs and community initiatives, extending the impact of the Market far beyond its four days at Reliant Center. Since 1981, Nutcracker Market has raised more than \$100 million for Houston

Ballet and its programs. During the 2025-2026 Season, the Houston Ballet Education and Community Engagement offered 18 total programs to over 57,000 Houston-area students through the Houston Ballet Academy with more than \$223,000 awarded in dance scholarships.

The 46th annual Houston Ballet Nutcracker Market returns to Reliant Center Nov. 12-15, bringing four days of holiday shopping with festive finds and three signature events, all supporting Houston Ballet, its Academy and community programs.

See images [here](#). **Media contact:** Murphie Mendez, murphie@elmorepr.com.

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About Houston Ballet Nutcracker Market®

Houston Ballet Nutcracker Market® is a beloved Houston tradition and one of the city's most anticipated holiday events, bringing generations of families, friends and shoppers together each year. As Houston Ballet's largest annual fundraiser, the Market combines the joy of holiday shopping with the opportunity to give back to the community. Proceeds from admission tickets, along with 11% of merchandise sales, support Houston Ballet, its Academy, scholarship programs and local community initiatives. Since its inception, Nutcracker Market has contributed more than \$100 million to Houston Ballet. Visit NutcrackerMarket.com for more information.

About KPMG LLP

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