

SECURITIES AND EXCHANGE COMMISSION
 SEC FORM 17-C
 CURRENT REPORT UNDER SECTION 17
 OF THE SECURITIES REGULATIONS CODE (SRC)
 AND SRC RULE 17(a)-1(b)(3) THEREUNDER

1. July 15, 2011
Date of Report (Date of earliest event reported)

2. 152747 SEC Identification Number
3. 050-000-153-790 BIR Tax Identification Number

4. AYALA LAND, INC.
Exact Name of registrant as specified in its charter

5. MAKATI CITY, PHILIPPINES Province, country or other jurisdiction of incorporation
6. (SEC Use Only)
Industry Classification Code

7. 30/F, Tower One, Ayala Triangle, Ayala Avenue, Makati City Address of principal office
- 1226 Postal code

8. (632) 750-6974
Registrant's telephone number, including area code

9. Not Applicable
Former name or former address, if changed since last report

10. Securities registered pursuant to Sections 4 and 8 of the SRC

As of March 31, 2011

Title of Each Class	Number of Shares of Common Stock Outstanding	Amount of Debt Outstanding
COMMON SHARES	13,028,980,303	P 30.4 Billion

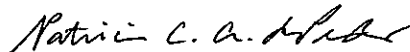
Indicate the item numbers reported herein : Please refer to attached letter

Re: Awarding of Provincial Government of Negros Occidental property to ALI

Pursuant to the requirements of the Securities Regulations Code, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

AYALA LAND, INC.
Registrant

Date : July 15, 2011


PATRICIA CARMEN D. PINEDA
Alternate CIO



SEC Reg. No. 152747
SEC Sec. Code No. E-5000

July 15, 2011

Securities and Exchange Commission
SEC Building, EDSA, Mandaluyong City

Attention: Hon. Justina F. Callangan
Director, Corporate Finance Department

Philippine Stock Exchange, Inc.
3/F Tower One and Exchange Plaza
Ayala Triangle, Ayala Ave., Makati City

Attention: Ms. Janet A. Encarnacion
Head, Disclosure Department

Philippine Dealing and Exchange Corporation
37/F Tower 1, The Enterprise Center
6766 Ayala Ave. Cor. Paseo de Roxas, Makati City

Attention: Ms. Ma. Concepcion Magdaraog
Head, Issuer Compliance and Disclosures Department

Mesdames:

Please be informed that the Provincial Government of Negros Occidental ("PGNO") and Ayala Land Inc. ("Ayala Land") have completed successful negotiations for the development of the PGNO's 7.7 hectare property located in San Juan St., North Capitol Road, Bacolod City (the "Provincial Capitol Property"). Pursuant to the agreed upon terms and conditions, the PGNO awarded to Ayala Land the right to purchase 3.66 hectares of the Provincial Capitol Property, and to lease the remaining 4.04 hectares for a period of 50 years.

An investment of approximately Php6 billion is estimated by Ayala Land for the planning and construction of an integrated mixed-use civic and commercial district that will combine the center of government with commercial and residential uses, making the growth center of Metro Bacolod and Negros Occidental – the Capitol Civic Center – a one of a kind convergence of business community and government. The proposed development will be

consistent with the vision of developing the Provincial Capitol Property in a manner that will realize and uphold the sustained cultural, civic and economic ideals of the provincial government and of the entire province of Negros Occidental.

For your information.

Very truly yours,


PATRICIA CARMEN D. PINEDA
Alternate CIO