

Synopsis

Siblings and former children's book writers, Joy and Phoebus, have lost their publishing deal thanks to Joy's writer's block. She is unable to write since children became scared of their book's title character and overly heroic heroine, Winny the Little Fire Lady. In an effort to overcome it, Joy takes Phoebus back to their hometown of Peterborough to save their pyromaniac cousin, Winny (who is also the inspiration behind their best-selling series).

Once home, they discover Winny's last fire killed two local newspaper reporters. In an act of blackmail and desperation, the newspaper's editor, Art, recruits Joy and Phoebus to replace the dead reporters. Assigned to write about a big, old rock, Joy and Phoebus end up writing about how Winny is accidentally cut on the rock...and survives! Lyle, a Peterborough resident who taunts Winny for her pyromania, is inspired by the story. He joins forces with Winny to help her win the opportunity to put out the torch at the annual Peterborough People in Need Games (PPNG's). Meanwhile, Art encourages Joy and Phoebus to continue to write about Winny and put her in variety of dangerous circumstances. Her story has inspired the whole town, and the newspaper is selling more than it ever has before.

However, Joy has Phoebus stage the next circumstance: pushing Winny up a precarious set of stairs and spraining her wrist. Lyle, and the town, discover the staging and abandon their love for Winny. Phoebus begins to question how the newspaper capitalizes on Winny's disorder and her suffering. At the next editorial meeting, Phoebus quits, leaving Art and Joy to come up with a story to win back their readership. Joy invites Winny to cross the most dangerous intersection in Peterborough. Winny does so, is hit by a firetruck and sent to the hospital.

Once in the hospital, Phoebus tries to rescue Winny from Joy's increasingly scary ownership over their cousin. He fails and decides to write his own newspaper article, revealing Joy's abusive behaviour. Art and Lyle, now a friend of Art's, decide to run Phoebus' article over Joy's on the firetruck accident. The newspaper sells a record-number of issues, releasing Joy, Phoebus and Winny from Art's blackmail. Winny chooses to leave Joy for Phoebus and Lyle. Joy attempts to seek revenge on Art, who laughs her off and fires her from the newspaper. Meanwhile, Winny has won the title of torch putter outter at the PPNG's. At the ceremony, Winny lights the entire stage on fire, upsetting Lyle and the town. Joy helps her cousin—for the first time—escape and makes up with Phoebus. Joy is inspired and able to write children's books again. On the run from the Peterborough police, Joy shares her and Phoebus' latest book with a child—who loves it.